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11/18/80

ART COMMISSION CITY AND COUNTY OF SAN FRANCISCO

MUSIC COMMITTEE MEETING

Tuesday, November 18, 1980

8:45am - Art Commission Office

MINUTES

Present: Chairman Vernon Alley, Commissioners Taliaferro & LaRocca

Also Present: Commissioner Alfred Frankenstein
Joan Ellison, Director

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Big Band Dance Night - Benefit

Ms. Ellison informed the committee that she has a tentative booking at the Civic Auditorium for May 1: discussions are taking place between her and representatives of the various "big bands" such as Harry James, Glenn Miller Orchestra, Count Basie and others. Firm information should be available by the next meeting.
Ms. Ellison anticipates that approximately $20,000 can be raised from this event (after all expenses).

Fund Raiser - Davies Hall, February 5

This date is held by the San Francisco Symphony Association, it is the only available date throughout this season. Specifics on the costs involved in the rental of the hall, orchestra, etc. will be available by next Monday, November 24. Various artists have been contacted for this event and responses are awaited.

Pops Concerts

Dates of the concerts are established as per information provided earlier. The last concert will be a tribute to Earl Fatha Hines instead of the Old Timers Night Concert which seems to have "run its course" and is no longer popular. Several artists and their management havebeen contacted and more information will be available shortly.
In response to a comment by Commissioner Frankenstein regarding "new artists", Ms. Ellison informed the Committee that Maestro Erich Kunzel will conduct auditions for singers for a "Porgy and Bess" program. Everyone agreed that this was an excellent idea.

Summer Festival of the Arts

Commissioner Taliaferro informed the committee that Kurt Adler is going ahead with plans for a Summer Festival in 1981 with an extended season of opera. It is possible that the Pops Concerts can be tied in with this programming.

(over)

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New Business

Commissioner Frankenstein stated that he was pleased with the reports as presented above; however, he suggested that one of the prime areas of concern for the Commission should be the presentation of new music and new artists.
Commissioner Taliaferro responded that this Committee had - with this thought in mind - approved the presentation of Milton Williams' "Black Masque"; Mr. Williams is to make a presentation at the next Commission meeting. This program will certainly fit in with the idea of the Commission presenting 'new music' as this project will include the full range of music and dance and also theatre. Commissioner Frankenstein expressed his approval and interest.

Ms. Ellison suggested to the committee that a policy be established that no further projects be funded by this Committee from the remaining funds generated by the 1980 Pops concerts, as the funds are required for start-up for next year's concerts. Everyone agreed.
Commissioner Taliaferro moved, seconded by Commissioner LaRocca that the Art Commission not fund any "special" projects until after the 1981 Pops series is concluded.

There being no further business the meeting adjourned at 9:55am.

Respectfully submitted

Joan Ellison

Joan Ellison, Director

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City and County of San Francisco

Art Commission

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9/10/82

MUSIC COMMITTEE MEETING -- Friday, September 10, 1982 - 9:00am

Minutes

In attendance: Commissioner Alley, Chairman
Commissioners Goerner, LaRocca and Jebe

Joan Ellison, Director

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Chairman Alley called the meeting to order at 9:10am.

General discussion took place on the recently completed series of Pops concerts; the consensus being that the series were definitely successful and that planning should start very soon for next years series.

Director Ellison apologized for the absense of a final accounting, however, due to the fact that the Accountant was on vacation, a final tally had not been effected. However, the total audience was 66% of capacity.

Ms. Ellison informed the Committee that she had received a suggestion from the Symphony relative to the moving of the concerts into Davies Hall in 1984. The Committee responded very strongly that this would not be considered; it is important to keep the concerts in the "casual" manner of presentation. Ms. Ellison also informed the Committee that she had received a suggestion from the Symphony relating to next years series; once again, the last date of the series, as scheduled, will fall on the day that the Symphony commences its vacation; it has been proposed that we change our series for the final week to Wednesday, Thursday and Friday. The Committee were adamant in their opposition to this proposal. The Dance Night at the Pops had been successful and will be looked at once again for the final evening at the Pops.
Ms. Ellison informed the Committee that the earlier agreed upon dates were July 19 through August 6, 1983.

Various suggestions and comments were made on the programs this year; it was the general feeling that the Dance Night had been scheduled for too many hours and that while the community performing groups were excellent, three groups made for a program that was too long. Possibly this could be reduced to two groups next year; noting also that the groups should be widely different in style of dancing.

Complaints were made that: 1) the waiters should have been prepared to serve the concert attendees early in the evening; 2) the cost of the wine was too high; that the lighting was not handled expertly (Ms. Ellison to relay these complaints to the proper groups.)

Overall, however, the Committee felt that the Pops were successful and expressed appreciation to Ms. Ellison for her hard work and dedication.

Discussion took place on looking to new and innovative methods of publicizing the concerts in the communities; Commissioner Jebe suggested a flier be placed in all libraries. More consideration will be given to this subject.

Director Ellison requested the Committee to consider an allocation of approximately $6,000 to the Annual Arts Festival - from the Pops proceeds - to cover the deficit. Although a final accounting is not yet available, it is anticipated from preliminary review that approximately $100,000 will have been realized from this year's season of concerts.

Commissioner LaRocca moved that this allocation of $6,000 be made to the Festival account, seconded by Commissioner Goerner, unanimously approved.

Program Book: Some concern was expressed about the program book. Director Ellison stated that she did not feel that the book properly presented the "50th Anniversary" picture that we had intended. Ms. Ellison to discuss this with the Friends of the Arts, and report back to the Committee.

There being no further business the meeting adjourned at 10:10am.

Respectfully submitted

Joan Ellison

Joan Ellison

City and County of San Francisco

Art Commission

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10/12/82

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MUSIC COMMITTEE MEETING ... October 13, 1982, 9am.

Present: Commissioner Alley, Chairman
Commissioners La Rocca and Taliaferro

Joan Ellison, Director

Commissioner Alley called the meeting to order at 9:10am in the Director's Office.

General consensus on the recently completed Pops season was that it was excellent. Everyone agreed that the addition of balloons certainly enhanced the Civic Auditorium and they should be used again next year. It was also felt that the narrower tables and re-aligned space (in terms of seating arrangements) was much better than in prior years.

Committee requested Director correspond with caterers relative to numbers of waiters available and the high price of the wine. However, it was agreed that the picnic and party atmosphere was most enjoyable and should be repeated.

A chart was presented to the Committee providing a complete breakdown of costs of the concerts. It was generally felt however, that the much increased allocation to the Symphony to handle the advertising and public relations, had not been completely successful. The increase in costs had not resulted in the numbers of concert attendees as had been anticipated.

Committee requested Director to provide graphs indicating past sales, attendance and advertising monies spent over the last four years.

It was also agreed that while it is an excellent collaborative effort for the Symphony and Art Commission, the relationship has to be totally reviewed. It was noted that with the 40% to be allocated to the Symphony from the revenue after expenses, the increased allocation for advertising & public relations paid to the Symphony, and the contract amount for the Symphony musicians (and related services), the Symphony will have received an amount in excess of the tax subvention received by the Commission to present the concerts.
(i.e. Contract - $175,000; Advertising - $65,000; 40% split - $40,000 approx.)
(Tax monies received: $278,958.) ... Total $280,000.)

Director was asked to contact Holzmueller and convey concerns relative to the lighting of the Symphony musicians and artists; it was felt that some improvements are necessary for next year.

Director to set up a meeting with Symphony representatives to discuss this year and next year's season; tentative date of November 2, 1982.

Respectfully submitted
Joan Ellison
Joan Ellison, Director

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1/14/83

MUSIC COMMITTEE meeting -- Friday, January 14, 1983

Meeting took place in Director's office at 693 Mission St.

Present: Chairman Vernon Alley
Commissioners Goerner and LaRocca
Director Joan Ellison-Wong

Director reported to Committee on meeting held with Symphony staff on December 30, 1982 at which time discussion had taken place on various conductors, artists and the 1983 program dates. The season will run from July 20 through August 6, 1983.

Symphony Manager John Gidwitz had requested consideration of an extension of the series by holding an additional concert in the 3rd week of the series so that the Symphony would play for a total of 9 concerts (the Symphony is not available on August 6 the last date); the Commission could then hold the planned Dance Night on that date.

Committee discussed this proposal at length with a determination resulting that we hold the season for 1983 to the present schedule; if the season is successful we will look to a possible extension in 1984.

Conductors:
As a result of discussion with the Symphony staff, the following was determined:
interest by both Symphony and Art Commission in hiring --
- Edo de Waart
- John Williams - if the $12,500 fee of 1982 is retained
- John Covelli
- Michael Tilson Thomas - if the fee is reasonable
- Henry Mancini
- Mitch Miller - dependant upon program

Symphony proposed hiring of James Setapen, Asst.Conductor/Denver - material to be sent to Art Commission for review.
Art Commission proposed hiring of Nelson Riddle - material to be sent to Symphony for review.

Art Commission expressed interest in bringing Conductor Erich Kunzel back this year however, the Symphony had several negative comments and suggested that we do not hire him this year but possibly bring him back another year.
After discussion, the Committee decided to accept this recommendation from the Symphony.

Committee reviewed the above list of conductors and also the material on Mr. Setapen. There is no interest in contracting Mr.Setapen at this time.
Committee agreed to contract with the following - depending on availability and price ...

Edo deWaart
John Covelli
Henry Mancini
Nelson Riddle
Michael Tilson Thomas (Symphony investigating)
John Williams (Symphony investigating)
Mitch Miller - if required

Artists:

Several artists discussed with the Symphony including:

Sammy Davis Jr.
Dudley Moore
Ella Fitzgerald
Joel Grey
Glen Campbell
Cleo Laine & John Dankworth
John Gary
Keith Jarrett
Itzhak Perlman
Bolling and Rampal
Manhattan Transfer
Johnny Mathis

Director to check with Mr. Swig for feed-back and possible assistance in contracting with Smmy Davis Jr., Joel Grey.

Mr. Swig, in a telephone conversation, informed Director that it would not be possible to obtain the services of Sammy Davis Jr due to the fact that his fee is extremely high. Mr.Swig also expressed the opinion that Joel Grey and Cleo Laine would do exceptionally well for the series. He also recommended for consideration other artists including: Dizzie Gillespie, Peter, Paul & Mary, Roberta Flack and the Modern Jazz Quartet.

Definite interest in:

Sammy Davis Jr.
Dudley Moore (Symphony have a contact)
Ella Fitzgerald
Joel Grey
Glen Campbell
Cleo Laine
John Gary

Director to continue investigation of availability and fees of artists and report back to Committee.

All contracts for artists and conductors to be handled through the Commission office.

Dance Night

Various conductors for this evening were discussed.
It was decided to try and obtain the services of Tex Beneke who will hire a local band to play with him.

Format to be worked out at a later meeting.

Decor

Committee wish to continue to use the balloons for table decorations.

Commissioner Goerner suggested that various companies be invited to submit bids for the lasers if it is decided to use them again this year.

Director requested to discuss with Holzmueller some of the problems experience with the spot lights etc. at the 1982 series.

Publicity

It was decided that the Symphony should again be hired to handle the publicity and public relations; however, it must be agreed upon beforehand that the Art Commission will receive far more substantial coverage than that which was given last year.

Location

After discussion the Committee unanimously passed the following resolution.

The Music Committee of the Art Commission is not interested in changing the location of the concerts from the Civic Auditorium to Davies Hall.

There being no further business the meeting adjourned at 10:40am.

Respectfully submitted

Joan Ellison-Wong

Joan Ellison-Wong
Director

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City and County of San Francisco **Art Commission**

C O M M I T T E E
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MUSIC COMMITTEE -- meeting February 17, 1983 - 1pm

Art Commission office.

Present: *Chairman Vernon Alley*
Commissioners Goerner, LaRocca and Taliaferro
President Swig
Joan Ellison-Wong, Director

John Gidwitz, General Manager - San Francisco Symphony

Discussion centered on the meeting which had been held between the Art Commission and the Symphony on Wednesday, February 9, at which time various recommendations and proposals had been made.
General consensus that the co-operative venture was successful.
Concerns expressed over the proposal that the Symphony assume the role of "contact" with the various artists.

Mr. Gidwitz joined the meeting and discussion continued on the above.

Soloists Contracts

Agreement reached by the Committee that the following format was approved; Agreement to be reached between the Art Commission and the Symphony (staffs) on soloists, conductors and fees; Symphony staff to make all contacts and negotiate with artists and conductors making it clear that the contact was made on behalf of the Art Commission for the Pops concerts. Contracts will then be executed by the Art Commission through the City system. All arrangements and pertinent details connected with performances by guest conductors and soloists to be handled by the Symphony staff. Full information to be provided to the Art Commission staff.
Committee requested a "Memo of Understanding" be drawn up to cover this new arrangement noting that no additional costs would be incurred for this service and that the agreement is to be reviewed again next year. Mr. Gidwitz concurred.

Ticket Prices

Proposal made by the Symphony to increase ticket prices for table seats from $10 to $15, and for Dress Circle from $6.50 to $7.50; remaining prices continue at $4.50, $2.50 and $1.00.
Director Ellison-Wong responded that (a) the $15. was too high, representing a 50% increase - a $12.50 price would be more reasonable, and (b) the $7.50 price was acceptable. Mr. Gidwitz concurred.
Agreement from the Committee who unanimously recommend this ticket price change to the full Commission.

Contract Agreement

Director Ellison-Wong and Mr. Gidwitz will continue negotiations on the contract and a figure presented to the Committee for approval.
Director Ellison-Wong proposed inclusion of a percentage of Commission staff costs in the concert budget; Mr. Gidwitz protested and stated that he would remove his staff costs in order to compromise. It was agreed by all present that no staff costs will be included in the budget this year.

Advertising

A strong plea was made by the Commissions to Mr. Gidwitz for "higher visibility" of the Art Commission as the presentor of the series.
Mr. Gidwitz agreed that this would be properly taken care of.
Proposal received from the Symphony to increase the cost of the Advertising/Public Relations package by 10%. This to be discussed further by the Director and Mr. Gidwitz.

Dance Night

Director Ellison-Wong noted that the Symphony is not available for a performance on August 6 and she has the Tex Benecke Band on hold for a dance on this evening; however, the Symphony have proposed that we change the concert dates for this week and have performances on Tuesday, Thursday and Friday; further proposing that the Symphony play for Dance Night and then bring in the Tex Benecke Band for dancing from 10pm to midnight.
Discussion followed.
Committee agreed with the proposal noting that the fine details are to be worked out by staff.

The Committee thanked Mr. Gidwitz for attending the meeting.

There being no further business the meeting adjourned at approximately 2:45pm.

Respectfully submitted

Joan Ellison-Wong

Joan Ellison-Wong
Director

City and County of San Francisco

Art Commission

Minutes

MUSIC COMMITTEE -- meeting 4/1/83 -- 3:00pm

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Present: Chairman Vernon Alley
Commissioners Goerner and LaRocca

Joan Ellison-Wong, Director

The meeting was called to order at 3:10pm in the Director's Office.

A list of programs was presented to the Committee and met with enthusiastic response. A copy will be given to each Commissioner at the meeting scheduled for April 4.

Brief discussion was held on the opening night ceremonies; it was suggested by the Director that as Opening Night is a Tribute to Arthur Fiedler, and as one of Maestro Fiedler's great interests was the Fire Department activities and he was also an Honorary Fire Chief, that we should look to inviting the participation of the Hook & Ladder Society who maintain the antique fire engines and also have Maestro deWaart made an Honorary Fire Chief. Initial discussions with Chief Condon indicate that this is a definite possibility. The Committee liked this idea. We are looking to involve other marching bands also as we did last year.

Various suggestions were made relative to service in the Auditorium; Director Ellison-Wong indicated that she has already discussed the problem areas with representatives from FMI Corporation.

Ms.Ellison-Wong informed the Committee that contracts for the soloists will be mailed out on Monday, 4/4; the Symphony have agreed to provide the Symphony limousine for artist pick-up, which will be a great help; tickets are ordered and box office sales will commence on schedule.

Various promotion ideas were discussed, including: special promotions with various radio stations including KSFO and KTIM who concentrate on Big Band music; Commissioner Alley should "sit in" as a guest musician with the Tex Beneke Band for a couple of numbers; Commissioner Taliaferro be invited to M.C. at the Dance Night to handle the introductions of Commissioners and the change-over from the Symphony musicians to the Tex Beneke Band.

Commissioners requested information relative to the status of the Director. Ms.Ellison-Wong informed them that she has been advised by Civil Service Management that it would be better to execute a contract with her for the period of time necessary (in order to remain at the Commission through the Pops) than to try and obtain a supplemental appropriation for an additional position to be on payroll at the same time as a new Director is hired. Director Ellison-Wong stated that she would be willing to enter into a contract as advised for a 6 week period of time at the rate of $1,000 per week - this to cover all expenses*and also based on the rate of pay she would be receiving if she were still on payroll as of July 1, (*including travel) The Committee all agreed that this was acceptable and would be proposed to the Commission at its meeting on Monday, April 4. Funds should be utilized from the Pops account.

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Director Ellison-Wong asked the Committee members to consider the "entertainment" of the various guest artists and conductors; an item will be included in the budget to cover these expenses. The Symphony anticipate a "party" in the Wattis Room on Opening Night -- this to be confirmed.

Director Ellison-Wong also informed the Committee that she has been meeting regularly with Symphony staff and great co-operation exists between both parties. It is anticipated that a meeting between the Commission and the Symphony will take place in approximately a month at which time the public relations plan will be presented and a review of the full season.

There being no further business the Committee adjourned at 4:00pm.

Respectfully submitted

Joan Ellison-Wong

Joan Ellison-Wong
Director

City and County of San Francisco

Art Commission

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Minutes

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4/22/83

MUSIC & FINANCE COMMITTEE -- Joint Committee Meeting --- April 22, 1983

Present: Chairman Vernon Alley, Music Committee
Commissioners LaRocca and Goerner - Music Committee
Commissioner Paterson - Finance Committee
President Roselyne Swig
Joan Ellison-Wong, Director

Chairman Alley called the meeting to order at 9:40am in the Conference Room at 45 Hyde Street.

President Swig reported on a proposal which had been presented to her by Peter Pastreich, Executive Director of the San Francisco Symphony relative to the possibility of encouraging or seeking sponsorship for the Pops programs; a suggested split of this kind of revenue was 80% - 20% (Symphony-Art Commission). President Swig had responded that she would present the proposal to the Commission, however, a split such as proposed was not acceptable.
President Swig requested discussion on this proposal.

After a lengthy discussion, it was decided that President Swig would discuss the matter further with Mr. Pastreich and convey some of the thoughts discussed today; i.e.

1) This would be something that the Art Commission would be willing to consider;
2) Question as to whether this can be done this year;
3) Selection of a patron - discrimination would have to be exercised because of our other fund raising efforts;
4) Split of funds -- we would recommend 60-40% - this would not change or disturb the original split of revenue agreed upon - also this would have to be monies over and above the revenue anticipated;
5) Is the under-writing of a special evening considered as a special fund raiser with blocks of tickets at escalated prices -- this would have an impact on the revenues possible.
6) Image of the Pops must be retained as a community project with popular prices.

President Swig will report back to the Committee.

Brief discussion took place on the possible involvement in the 1984 Pops of the Democratic Convention.

Hospitality for the artists in the 1983 series is to be established soon.

There being no further business the meeting adjourned at 10:45am.

Respectfully submitted

Joan Ellison-Wong

Joan Ellison-Wong, Director

City and County of San Francisco

Art Commission

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6/14/83

Minutes

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JUL 5 1983
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MUSIC COMMITTEE -- meeting June 14, 1983

Present: Chairman Alley
Commissioners Goerner, LaRocca

Joan Ellison-Wong, Director

The meeting took place in the Director's Office at 9am.

General review conducted of program plans to date.

Discussion of special effects; Director Ellison-Wong informed the Committee that two proposals have been received - Redmond Productions (who did this work last year) and Laser Affiliates. Plan is to have Redmond Productions do the work again this year and to invite Laser Affiliates to be involved in the design work.
Some concern expressed by members of the Committee about the poor presentation last year relative to the lasers on opening night. **
(** information note: I later learned that this was due to the fact that Symphony Assistant Conductor Jaja Ling gave all the cues last year and unfortunately - upon becoming excited at the start of the show - he gave all the cues in Chinese! This obviously created a great deal of confusion.)

Director Ellison-Wong reported that she had recommended that some of the ideas proposed by Laser Affiliates be utilized and that they be involved. It seems that Laser Affiliates have been more involved with artistic laser displays and have not worked shows like the Pops concerts; difficulty is also envisioned as Laser Affiliates do not have the necessary laser equipment but would have to build it.

Director Ellison-Wong presented a letter and accompanying materials (T-shirts and a magazine) received from Marina Sports proposing support for the Pops programs in the form of printing T-shirts, caps etc. After discussion it was decided by the Committee not to accept this offer; there are too many difficulties involved in selling items at the concerts.

Director Ellison-Wong presented the Committee with copies of advertising prepared by the Symphony; satisfaction was expressed. It was noted that the name of the Arts Commission will be made larger.

The Committee discussed, in general, a recent meeting with Mr. Mike Kasino who is interested in representing the Commission and seeking underwriting for the Pops and/or the Arts Festival. A letter will be forthcoming outling a proposal. No action to be taken until proposal is received; great interest expressed.

Director Ellison-Wong to look to setting up the schedule of entertainment for the guest conductors and artists, early in July. The Symphony will host the reception after the Opening Night concert.

There being no further business the meeting adjourned at 10.10am.

Respectfully submitted

Joan Ellison-Wong

Joan Ellison-Wong, Director

Art Commission

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8/17/83

MUSIC COMMITTEE ... Minutes of meeting of Wednesday, August 17, 1983

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Present: Chairman Vernon Alley
Commissioners Goerner, LaRocca, Taliaferro
Director Claire N. Isaacs
Joan Ellison-Wong

Chairman Alley called the meeting to order at 1:45pm in the meeting room at 45 Hyde Street.

Joan Ellison-Wong presented an analysis of the revenue and seats sold at the recently concluded Pops series. (copy on file with original of minutes). The total concert expenditure information is not completed due to the fact that all the bills have not yet been received. Ms.Ellison-Wong also presented for Committee review a document she had prepared outlining procedures for presentation of the Pops concert series; this document was prepared to assist the new Director.

Discussion took place on the Committee's desire to continue totally in its responsibility for the Pops concerts and the Committee plans to move in the direction of taking up the responsibilities of Joan Ellison-Wong; the possibility was also discussed of retaining Ms.Ellison-Wong as a contractor to handle the Pops concerts for the Commission similar to the way the Festival is handled; no final decision reached.

General discussion ensued on ticket prices - should they be raised in the next year; concern was expressed that the lower priced seats are no featured in the advertising.
Commissioner Goerner stated that ways should be investigated on how to increase revenues as it is obvious that costs involved in the presentation are going to increase each year.

Letter presented to the Committee by Ms.Ellison-Wong, received from Deborah O'Grady at the Symphony suggesting that consideration be given to establishing "back-up" programs each year, in the eventuality a conductor or artist are unable to perform. It was felt by everyone that this was an excellent idea and should be worked on.

1984 season ... dates reserved at July 16 - August 4. The Symphony will be unable to perform on August 4 (same situation as this year where their vacation starts on this date) therefore the series will actually end on August 3. After discussion it was determined that concert days would again be Wednesday, Friday and Saturay for the first two weeks, and then Tuesday, Thursday and Friday .. the last concert once again to be Dance Night.
Discussion then ensued on possible programs for the 1984 season with concern expressed that opening night be a "spectacular Pops"; it was felt that Opening Night this year was not a "Pops" concert in its content.

Following is a list of suggested programs by Commissioner Goerner with discussion by the full Committee:

Opening Night .. A Salute to the Americas (including North, Central and South America)
Possible alternate conductor,should Edo deWaart not wish to conduct the Pops 1984, could be Lex Baxter who has a wonderful reputation for his music; possible guest artists .. the sons of Rafael Mendez (he was recognized as the greatest trumpeter in the world; Sergio Mendez; etc. Music could be featered from all the Americas; flags from the countries could be involved; the lobby area considered as a highlight with dancers and musicians featured prior to the performance; a reception in the rotunda of City Hall to which all the consuls and/or a representative of the Americas are invited to attend along with local dignitaries.

Salute to Bing Crosby .. Nelson Riddle conduct, possible guest singer - Rosemary Clooney, and Kathryn Crosby to narrate.

Salute to Duke Ellington .. suggestion of Quincy Jones as Conductor, guest stars -- Billy Eckstine, Arthur Prysack or Oscar Peterson. Commissioner Alley will initiate contact with these artists for possible interest and/or availability.

A salute to the big vocal groups .. title to be determined; this program to feature groups like the Hi Lo's and/or Singers Unlimited with Conductor Rob O'Connell. This program would have local appear -- guest artists are local and can do any kind of music.

An Evening with Richard Rodgers .. local singers (possibly John Del Carlo and others) and the Civic Chorale. A low budget, high interest program.

Johnny Mathis at the Pops .. this speaks for itself. Commissioner Alley will initiate contact.

Pops salutes England .. or Pops in Piccadilly .. title to be determined Guest artists suggested include Shirley Bassey,Roger Whittaker.

An Evening with David Rose
Featuring all the music by David Rose; the Gemini Suite etc. Commissioner Goerner discussed a score which calls for narration telling of San Francisco the magical city - this would be ideal.

Dance Night - obviously a big favorite; invite Nelson Riddle back to conduct the first portion; 2nd portion of the program suggested conductors included - Benny Goodman, Artie Shaw, Dick Jurgens or alternatively to have Nelson Riddle conduct the 2nd portion of the program also with a small band and possibly feature a salute to Nat King Cole; Natalie Cole could be invited to participate.

Other suggestions included: Academy Award Night at the Pops (possible back-up program), Salute to the Operettas - music of Victor Herbert etc. (also possible back-up program); Carmen Dragon with Captain & Tonnile; and a Pops with Paul Weston and Jo Stafford.

Ms. Ellison-Wong instructed to ascertain availability of City Hall Rotunda for a reception on Opening Night.

Joan Ellison-Wong informed the Committee that she had had some preliminary discussions with Kenny Rowe of the Holzmueller Co. (lighting contractors for the Civic Auditorium0 regarding building a large POPS sign to be placed above the sound-board ; this would be used at all the concerts and would utilize "golf-ball" lights.

Note: I have since checked the progress on this and no more information is available at this time. Holzmueller President, Mr. Dick Gentschel, will send information to the Commission office.

There being no further business the meeting adjourned at 4:00pm.

Respectfully submitted

Joan Ellison-Wong

Joan Ellison-Wong

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4/12/84

Dianne Feinstein
MAYOR

Claire N. Isaacs
DIRECTOR

MUSIC COMMITTEE MEETING MINUTES - April 12, 1984 - 4:00 P.M.
45 Hyde Street - Conference Room

Commissioners

Roselyne C. Swig
President

Dmitri Vedensky, Jr.
Vice President

Vernon Alley
Timothy Duncan
Fredrick Goerner
Jo Hanson
Robert LaRocca
Jacqueline Nemerovski
William Paterson
Piero Patri
Peter Rodriguez
Ray Taliaferro

Ex Officio Members:

Presidents of the
Fine Arts Museums
Library Commission
Planning Commission
Recreation and Park
Commission

Present: Chairman Vernon Alley, Music Committee
Commissioner LaRocca
Commissioner Taliaferro
Claire Isaacs, Director
Joan Ellison-Wong
Linda Edelman, San Francisco Symphony
Toby Glass, San Francisco Symphony

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The following subjects were discussed and administrative action suggested:

1) Program Details

Opening Night - All American Night

Entertainment suggestions for two hours prior to the main program were strolling banjos and Dixieland music with a marching rhythm. The finale selection will be the Star Spangled Banner.

Decor suggestions included a giant flag unfurling, red, white and blue balloons and sparkling confetti. Another suggestion was perhaps having an Uncle Sam on stilts and banners waving. Indoor fireworks were dismissed as being too noisey, and possibly unsafe and out of compliance with fire regulations.

POPS Program and Artists

Ms. Edelman presented an overview of the entire POPS program and the performing artists and the progress being made in signing of contracts and the setting up of the auditorium to accommodate the varied acts, i.e. Carol Lawrence's program and the special tap dancing platform needed.

2) Table Rentals:

Discussion took place regarding the difference in table sizes and the auditorium dimensions. Joan and Bruce will work out and complete the plans. Joan Ellison-Wong expects a good quotation tomorrow. The first week will have two sizes of tables and the second and third week the floor plan will change. Joan will number the tables. The rental of the table clothes was discussed and the red-checkered clothes were decided upon.

3) Comp Ticket Policy

Ms. Edelman requested the Arts Commission examine their comp ticket policy. Every ticket must be accounted for in writing. The symphony box office doesn't care how many comp tickets are issued; they request that they be notified in writing, in advance. Last years passes became tickets and that created accounting procedure problems. It was also suggested that lost tickets and passes be handled at the Box Office and not the Commission Office.

Discussion took place regarding the extra cost incurred due to symphony requesting rehearsal at Davies because the Civic auditorium will not be available.

Ticket Printing

Discussion took place in trying to avoid the situation last year of duplicate ticket printing.

Box Office Procedure

Commissioner Alley suggested discussion be held over for Commission staff discussion.

KGO Sponsorship

Commissioner Taliaferro informed the Committee that KGO is enthusiastic about being the Voice of the Pops. This billing is in exchange for promotional tables (six opening night, dance night and two other nights. KGO will also give free radio advertisement of the POPS. Five of the mentioned tables would be given away to KGO listeners during the promotional spots (one table of six to each winner for one night).

As a special kick-off for the POPS, KGO wants to host a press lunch aboard the KGO boat in early May (the 1st or 8th being suggested). KGO will supply the food and the boat; the S.F. Symphony Public Relations Department will provide champagne, music and mailing of invitations.

Commissioner Alley requested Commissioner Taliaferro be the Master of Ceremonies for the Dance Night program.

1. Ordered: Commissioner Ray Taliaferro to be Master of Ceremonies for the POPS Concert Dance Night.
   Motion: Robert LaRocca
   Seconded: Vernon Alley
   Passed: Unanimously

2. Ordered: KGO Radio Station to be Voice of the 1984 POPS Concert
   Motion: Ray Taliaferro
   Seconded: Vernon Alley
   Passed: Unanimously

Group Sales

Director Isaacs' suggested selling to the Unions. Commissioner LaRocca suggested that perhaps KGO would promote group sales. Advertising in the Pink Section of the Sunday paper was also suggested. It was decided that a discount would be given for ten or more tickets sold. Commissioner Taliaferro suggested advertising in hotel room literature.

Opera Performance

Discussion took place regarding the fundraising event of the Opera. Placido Domingo has been engaged and the only two evenings he is available (July 22nd and 23rd) the Davies Hall and Opera House are booked. The Opera has requested the Arts Commission allow them use of the Civic Auditorium for the performances. Compensation for the favor and inconvenience in the middle of the POPS was discussed. Director Isaacs will request a flat fee or percentage of their gross take.

Guest Performing Artist Hospitality

There will be three or four parties for the performing artists of the POPS. It was announced that Mrs. Swig will give a party and Commissioner LaRocca offered to host another.

It was decided that the Committee would meet again, Wednesday, April 25th, 4:00 p.m. to tie down the press releases and clear up other matters before the regular meeting of May 7.

There being no further business the meeting adjourned at 6:15 p.m.

K

1984 POPS PROGRAMS

WEDNESDAY, JULY 18

ALL-AMERICAN
Edo de Waart, conductor
Pianist, tba

Program: Gershwin's Concerto in F, Bernstein's Selections from West Side Story and "Candide" Overture, Rodgers' Slaughter on Tenth Avenue, etc. Program to conclude with Stars and Stripes encore with red, white and blue balloon drop and special effects (i.e. giant flag unfurling, indoor fireworks?)

FRIDAY, JULY 20

GERSHWIN PROGRAM
Murry Sidlin, conductor
Clamma Dale, soprano
(Clamma Dale sang role of Bess in the Broadway production of "Porgy and Bess")

Program: Gershwin orchestral works, Gershwin songs, selections from "Porgy and Bess," "Summertime" etc.

SATURDAY, JULY 21

BROADWAY PROGRAM
Murry Sidlin, conductor
Carol Lawrence

Program: to include medleys from Broadway shows including West Side Story, Fanny Brice tunes, etc.
Also Michel LeGrand medley, "Top Hat" (w/4 male audience volunteers)
Marvin Hamlisch songs, Rhumba Girl & 42nd Stree

THURSDAY, JULY 26

BURT BACHARACH, conductor
Carol Bayer-Sager, soprano
Isaiah Jackson, conductor (1st half only)

Program: Isaiah Jackson to conduct light classics in first half; Burt Bacharach and his wife to perform Bacharach's greatest hits in second half.

FRIDAY, JULY 27

Isaiah Jackson, conductor (1st half)
ANDY WILLIAMS, soloist
Richard Kauffman, conductor for Andy Williams

Program: Includes Andy Williams' greatest hits including Moon River, Love Story, Born Free, The Days of Wine and Roses, MacArthur Park, More, etc.

SATURDAY, JULY 28

CLASSICS GREATEST HITS
Isaiah Jackson, conductor
Winton Marsalis, trumpet (1984 Grammy Award winner for Best Jazz and Best Orchestral with Soloist recordings)

Program: William Tell Overture, Hummel Trumpet Concerto, Pachelbel Canon, Polovetsian Dances, Hummel Trumpet Concerto, 1812 Overture (with special effects)

TUESDAY, JULY 31

POPS GOES TO THE MOVIES
John Addison, conductor

Program: Attached
Filmclips will highlight the program

THURSDAY, AUGUST 2

RODGERS AND HAMMERSTEIN PROGRAM
Nelson Riddle, conductor
Civic Chorale
Vocalists tba

Program: Includes Victory at Sea and other Rodgers and Hammerstein favorites, i.e. selections from The King and I, South Pacific, The Sound of Music and Oklahoma.

FRIDAY, AUGUST 3

DANCE NIGHT
Nelson Riddle, conductor
Tex Beneke and his Orchestra

Program: same format as last year; Dancing to the Symphony and Tex Beneke.

POPS GOES TO THE MOVIES
John Addison, conductor
Tuesday, July 31, 1984

PROGRAM

Silent Movie Overture	arr. John Addison
Tom Jones	com. Eric Korngold
Love Themes (Medley)	arr. John Addison
Charmagne	
Laura	
Moon River	
The Way We Were	
Captain from Castille	comp. Alfred Newman
Theme from Star Wars	comp. John Williams
Gone With The Wind	comp. Max Steine

INTERMISSION

Gonne Fly Now, from Rocky	comp. Bill Conti
French Medley	arr. John Addison
Umbrellas of Cherbourg	comp. Michel LeGran
Moulin Rouge	comp. Georges Auric
A Little Romance	comp. Georges Deler
A Man and A Woman	comp. Frances Lai
Jules et Jim	comp. Georges Deler
Nina Rota Medley	arr. Henry Mancini
Romeo and Juliet	
The Godfather	
La Strada (Fellini)	
Amarcord (Fellini)	
A Bridge Too Far	comp. John Addison

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SF
Art Commission

MINUTES OF THE MUSIC COMMITTEE MEETING

MARCH 31, 1987

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PRESENT

Commissioner Vernon Alley
Commissioner Timothy Duncan
Commissioner Stanley Eichelbaum
Commissioner Robert LaRocca

OTHERS PRESENT

Claire Isaacs, Director
Dennis Rumsey, Consultant/Coordinator
John Kieser, Director of Operations, San Francisco Symphony

1. Chairman Alley opened the meeting at 3:30 pm and welcomed John Kieser, who then reviewed the 1987 POPS Concerts Series performing artists and conductors confirmed to date (see Resolutions, page 1).

   Mr. Kieser identified the following dates for which artists are needed:

		Budget
Thursday, July 23	Piano soloist	$ 2,000.
Friday, July 31	Name attraction	7,500.
Wednesday, August 5	4 soloists	3,000.
Thursday, August 6	Principal soloist	to be advised

   Artists under consideration for the July 31 are listed, with the first two being the Music Commissioners' preferred choices:

   Dave Brubeck
   Modern Jazz Quartet
   Jerry Mulligan
   King's Singers

   Mr. Kieser reported that artist Carlos Barbossa-Lima is under consideration as principal soloist for August 6, and that he hopes to have confirmation by Friday, April 3.

   A motion to approve the performing artists and conductors as presented by John Kieser was moved by Commissioner Alley and seconded by Commissioner Duncan (see Resolution #4, page 1), and was unanimously approved.
   Mr. Kieser presented the Symphony's recommended admission price increases, noting that the volume of sales per concert is in table seating where the greatest increases were recommended.

continued. . .

Mr. Kieser's admission price increase proposal - continued

Because of increased expense and her high visability and following, Ella Fitzgeral's admission prices were increased substantially over 1986 admission prices. In total, the Symphony's admission price increase recommendations is 14.5%, for a "potential" earned income figure for nine (9) concerts of $732,083 for the 1987 season.

The "potential gross" for each concert, and the Symphony's percentage and income figures follow:

Concert	Gross Potential	Percentage	Income
Stars & Stripes	$ 80,244	70	56,171
Ella Fitzgerald	99,070	92	91,144
Gershwin Anniversary	80,244	65	52,159
Kingston Trio	80,244	62	49,751
Friday, July 31	80,244	50	40,122
Dance Night	71,305	52	37,079
Victor Borge	80,244	92	73,824
Rodgers & Hammerstein	80,244	83	66,603
1812 & More	80,244	50	40,122

TOTAL PROJECTED REVENUE $ 506,975 (69%)

The Music Commissioners agreed that the recommended admission price increases reflected appropriately increased presentation costs, the public's willingness to pay these admission prices, and, relative to admission prices to major events in the City, the POPS Concerts Series tickt prices were still much lower in comparison, and continued to reflect the Commission's policy of providing first class entertainment at affordable prices. It was noted that the Balcony III ticket price of $1 would not be increased.

A motion was made by Commissioner Alley and seconded by Commissioner Duncan to accept the Symphony's proposed admission price increase as presented, and passed unanimously. (See Resolution #6, pgs. 2 & 3).

Mr. Rumsey suggested that he and Mr. Kieser meet to discuss the blocking of 500 tickets for the Opening Night's sponsorship by El Paso Natural Gas. Mr. Kieser suggested that the Arts Commission provide him with a seating diagram of tables marked to show specific tables requested, which would include Arts Commission "hold" tables in excess of the 500. Mr. Rumsey agreed to provide that seating chart so marked within several weeks of the current date.

It was unanimously agreed by all present that the 1987 POPS Concerts Series looked to be one of the stellar seasons in its history. The Commissioners thanked Mr. Kieser for his time and delivery.

2. The Music Commissioners, Director Isaac and Consultant Rumsey discussed the Complimentary Ticket Policy, revised to reflect President Nemerovski's thoughts and recommendations - particularly in the area of the number of complimentary tickets for commissioners. After some

continued. . .

2. Complimentary Ticket Policy - continued

discussion and review of past procedures in which there was no policy for complimentary ticket distribution, Commissioner Duncan suggested the policy be worded in a manner that would provide certain specific perameters while providing flexibility and fairness. Specific wording was discussed and agreed to, resulting in a motion made by Commissioner Duncan and seconded by Commissioner LaRocca to accept the Complimentary Ticket Policy as revised in Committee and read by Consultant Rumsey. The motion passed unanimously. (See Resolution #5, page 2).

3. A motion to enter into contract with Facilities Management for the rental of the Civic Auditorium was made by Commmissioner Duncan and seconded by Commissioner LaRocca, and passed unanimously.

4. A motion to enter into contract with McCune Sound Services was made by Commissioner Duncan, seconded by Commissioner LaRocca, and passed unanimously.

5. A motion to enter into contract with Welch Catering Company was made by Commissioner LaRocca, seconded by Commissioner Duncan, and passed unanimously.

6. The next Music Committee was set for Thursday, April 29, 1987 at 3:30 pm, 45 Hyde Street, Third Floor conference room.

There being no further business, the meeting was adjourned by Chairman Alley at approximately 5:30 pm.

March 31, 1987

MUSIC COMMITTEE MEETING

RESOLUTIONS passed for the Consent Caldendar, April Arts Commission Meeting:

1. "RESOLVED, That this Commission does hereby authorize the Director of Cultural Affairs to enter into contract with Facilities Management, Inc. for the rental of the Civic Auditorium for July 20 through August 7, 1987, for the presentation of the 1987 POPS Concert Series, at a rental cost of $27,000.00, or ten percent (10%) of the gross ticket sales, whichever is greater."

2. "RESOLVED, That this Commission does hereby authorize the Director of Cultural Affairs to enter into contract with McCune Sound Service for the design, installation and operation of special audio-visual effects for the 1987 POPS Concerts Series for a fee not to exceed $20,000.00."

3. "RESOLVED, This this Commission does hereby authorize the Director of Cultural Affairs to enter into contract with Welch Catering Company for the rental and cleaning of tablecloths for the 1987 POPS Concerts Series for a fee not to exceed $5,550.00.

4. "RESOLVED, That this Commission does hereby approve the following confirmed performing artists and conductors for the 1987 POPS Concerts Series:

Thursday, July 23	STARS & STRIPES FOREVER		
	John Dankworth		$ 5,000.
FRiday, July 24	ELLA FITZGERALD	$ 37,500.	
	John Dankworth	5,000.	42,500.
Saturday, July 25	GERSHWIN ANNIVERSARY		
	Michael Feinstein	5,000.	
	John Dankworth	5,000.	10,000.
Wednesday, July 29	KINGSTON TRIO	6,500.	
	John Dankworth	5,000.	11,500.
Friday, July 31	John Dankworth	.	5,000.
Saturday, August 1	DANCE NIGHT		
	John Dankworth	5,000.	
	Les Brown & Orchestra	10,000.	15,000.
Tuesday, August 4	VICTOR BORGE		25,000.
Wednesday, August 5	RODGERS & HAMMERSTEIN		
	Evan Whalon	3,000.	
	Civic Chorale	1,500.	4,500.
Thursday, August 6	1812 & MORE		
	Andrew Massey		3,000.
	TOTAL ARTIST FEES TO DATE:		$ 121,500.

5. "RESOLVED, That this Commission does hereby approve and authorize the implementation of a Complimentary Ticket Policy for annual POPS Concerts Series in order to provide guidelines in which the Director of Cultural Affairs can effectively control the assignment and distribution of complimentary tickets, as outlined:

   * Forty-eight (48) table seats for each POPS Concert will be held for Commissioners' use, with an average of four (4) tickets per Commissioner, per concert, on a first come, first served basis and ordered no later than June 15.

   * Each member of the Board of Supervisors is entitled to two (2) tickets to a concert of his/her choice, subject to ticket availability.

   * Tickets will be provided visiting dignitaries upon the Mayor's request, subject to ticket availability.

   * One table will be held for each POPS Concert for seating of special guests invited for Arts Commission Development purposes.

   * Arts Commission full-time staff will be offeredup to ten (10) tickets total for the POPS Concerts Series, with a limit of two (2) tickets per concert, when ordered no later than June 15 and subject to ticket availability.

   * At the discretion of the Director of Cultural Affairs, City Department Heads and other key City personnel may be invited to attend a concert of his/her choice, with the limit of two (2) tickets per concert."

6. "RESOLVED, That this Commission does hereby authorize and approve the 1987 POPS Concerts admission price increase as follows:

   Ella Fitzgerald, July 24

Table seats	$25 increased from $19
Dress Circle	$15 increased from $12
Balcony I	$10 increased from $6
Balcony II	$7.50 increased from $4

   Dance Night, August 1

Table seats	$22 increased from $20
Dress Circle	$13 increased from $12
Balcony I	$7 increased from $6
Balcony II	$5 increased from $4

6. Admission price increase - continued

Remaining seven (7) concerts

Table seats	$21 increased from $19
Dress Circle	$13 increased from $12
Balcony I	$7 increased from $6
Balcony II	$5 increased from $4

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SAN FRANCISCO ARTS COMMISSION
MUSIC COMMITTEE MEETING
Friday, October 13, 1989
3 p.m.
45 Hyde Street - Room 319

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A G E N D A

1. Review of 1989 POPS income and expense reports.

2. 1989 POPS Season recap.

3. Continuing Business'

4. New Business

10/06/89 dr

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1/12/90

M I N U T E S
MUSIC COMMITTEE
Friday, January 12, 1990 - 3 p.m.
Davies Symphony Hall - Third Floor

The meeting was called to order by chairman Alley at 3:15 p.m.

COMMISSIONERS PRESENT
Vernon Alley
Stanley Eichelbaum
Robert LaRocca
Barbara Sklar

COMMISSIONERS EXCUSED
Daniel Genera
Dodie Rosekrans

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ART COMMISSION STAFF PRESENT
Dennis Rumsey, Assistant Director

SYMPHONY STAFF PRESENT
John Kieser, Director of Operations
Amy Layman, Assistant Director of Operations

I. ORCHESTRA RISERS
Because of a heavy rehearsal schedule, extra labor costs, and staff priorities for time for the Victor Borge concert and the two other first week concerts, John Kieser recommended that new orchestra risers not be executed for the 1990 season. The configuration of Borge's stage floor plan is such that it would require a crew working all night to set up and take down the new risers. Discussion followed with several commissioners suggesting the possibility of setting up the risers following the first week's concerts. All agreed, however, that the "effect" of new orchestra risers should begin with the first concert of the season - Opening Night.

The Commissioners agreed that new risers will not be implemented for the 1990 season, but to propose them for the 1991 season.

II. DECOR
Rumsey requested the Music Committee's approval for Staff to research options for the decoration of both the Civic Auditorium's outer lobby and the main floor for the 1990 POPS Series. The Music Committee approved the request.

III. BUDGET 1990 - DRAFT ONE
Rumsey submitted Draft One of the 1990 POPS Income and Expense budget. It was requested of Symphony staff to review line item totals and to notify Rumsey of any changes and/or additions. The Committee approved the budget as presented, with the understanding that it is a "working draft" and will change.

IV. ARTISTS AND CONDUCTORS - POPS 1990 SEASON

Symphony Staff distributed a "calendar" of rehearsals and performances. Discussion followed. Commissioner Sklar pointed out that the selection of the Four Tops was based on a need to bring to POPS a younger audience. It was moved and seconded that the following artists and their agents be contacted and firm offers be made:

Rampal
Victor Borge
Four Tops
Michael Feinstein
Sarah Vaughan

Other performing artists and conductors will be selected with the Commission's approval as the selection and booking process continues. The cost of all artists and conductors shall not exceed $200,000.

V. NEW BUSINESS.

Rumsey reported on an 8:30 a.m. breakfast meeting, Tuesday, January 9, 1990 with El Paso Natural Gas. EPNG is very interested in helping to once again underwrite Opening Night, and requested that the artist(s) selected for Opening Night be featured artists and known to the majority of the public. Discussed were the possibilities of cameo appearances by one or more of the following artists: Mary Martin and Theodore Bickel, Phyllis Diller. Commissioner Eichelbaum informed those present that he had made inroads in the procedure for contacting Mary Martin, and turned over a letter with the name and address of Ms. Martin's agent. Rumsey will make the initial contact.

Commissioner Alley suggested that the next Music Committee meeting be held in the same location on Friday, March 2, 1990 at 3 p.m. The Commissioners present marked their calendars accordingly.

There being no further business, the meeting was adjourned at 4 p.m.

Submitted by:

Dennis Rumsey
Assistant Director

July/ July/Aug. '90

DRAFT
POPS/PRE-TOUR SCHED. PROPOSAL

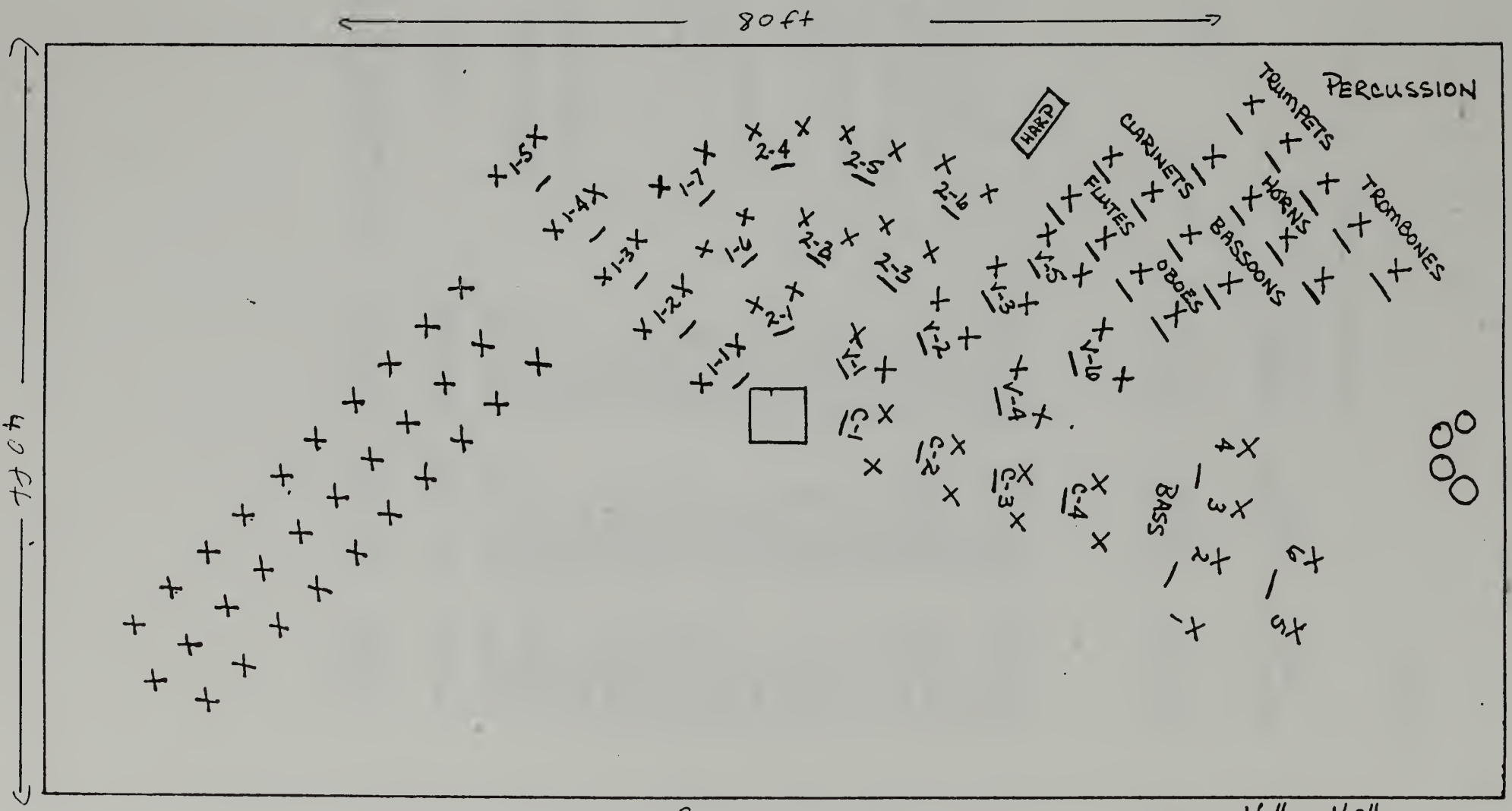
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4/4	15 C 3:00pm	16 FREE	17 FREE	18 R 10-12:30 CUC	19 R 10-12:30 CUC All American Opening Night C 8pm CUC	20 R 10-12:30 CUC Classics Greatest Hits -- Rampal C 8pm CUC	21 R 10-12:30 CUC Carmen - Borge C 8pm CUC
4/4	22 FREE (Sign-up) Storm Grove R 10-1pm C 2pm	23 FREE	24 FREE	25 R 10-12:30 CUC Four Tops C 8pm CUC	26 R 10-12:30 CUC R&H/L&L or Opera Night C 8pm CUC	27 R 10-12:30 CUC Dance Night C 8pm CUC	28 R 10-12:30 CUC Feinstein C 8pm CUC
5/3	29 FREE	30 FREE	31 R 10-12:30 R&H/L&L or Opera Night C 8pm CUC	1 Aug. R 10-12:40 Vaughan C 8pm CUC	2 ←	3 VACATION #	4 6 —
	5	6	7	8	9 R 10-12:30 DSH	10 R 10-12:30 DSH R 1:30-3:30 DSH	11 (C-5pm-2011) or C-8:30pm DSH
2/2	12 R-10-12:30 C-2pm DSH	13 FREE	14 FREE	15 R 10-12:30 DSH C 8:30pm DSH	16 FREE	17 dp. for Regersberg	18 arr. Regersberg

JK 11/2/89

VICTOR BORGE - stage configuration

INSTRUMENTATION FOR CARMEN ORCHESTRA

2 flutes	4 horns	Timpani
2 oboes	2 trumpets	Percussion (3)
2 clarinets	3 trombones	Harp
2 bassoons		



(Enlarged Stage - Seat loss = 144)

SCALE 1/8" = 1'-0"

BUDGET90. 1/16/90

POPS - PROJECTED 1990 INCOME & EXPENSE

	1989 Budget	1989 Actual	1990 Projected
REVENUE			
City Allocation	524564	585007	585007
Ticket Income	540,000	497,491	540,000
Total	1,064,564	1,082,498	1,125,007
EXPENSE			
*Musicians	320,735	320,735	339,979
*Box Office	16,529	14,870	15,762
*Concert O.T.	1,508	493	523
*Ushers/Ticket Takers	11,829	13,698	14,520
*Publicity/Advertising	96,367	85,818	90,967
*Soloists/Conductors	165,000	168,000	200,000
*Follow spots/extra crew	2,300	2,256	2,400
*Music Rental	3,000	4,236	4,500
*Instrument Rent/Tuning	4,885	4,414	4,700
*Special Effects	4,500	4,500	4,800
*Transportation	5,083	4,250	5,000
*Lodging	5,900	3,507	4,000
*Asst/Assoc. Conductors	3,555	1,600	1,700
*Miscellaneous	10,000	4,671	10,000
Auditorium Rental	54,000	49,749	54,000
Auditorium/Other	3,000	2,953	3,500
Sound(McCune)	24,000	21,000	23,000
Lighting	16,000	15,089	16,000
Tablecloths	5,538	6,139	6,700
Plant Decoration/Stage	800	800	800
Balloons/Decor	13,000	13,000	15,000
Decorative Flowers/Lobby	500	400	500
Total	768,029	742,178	818,351
Income over Expense	296,535	340,320	306,656
Share: 60% Arts Commission	177,921	204,192	183,994
40% Symphony	118,614	136,128	122,662

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City and County
of San Francisco

THE ARTS
COMMISSION
OF SAN FRANCISCO

25 Van Ness Avenue
Suite 240
San Francisco, CA 94102
(415) 554-9671

SF ARTS COMMISSION

AGENDA
Music Committee
October 24, 1990
4:00 p.m.

Arts Commission Meeting Room - 25 Van Ness Avenue - Suite 70

I. ROLL

II. RESOLUTION

Resolved, to make final payment to the San Francisco Symphony for the 1990 POPS Concerts, in the amount not to exceed $180,000.00, as per contract agreement (CT #2800001).

III. RESOLUTION

Resolved, to pay $147,098.93 to the San Francisco Symphony per contract agreement (CT #2800001). This represents 40% of the net profits of the 1990 POPS concert series, known as the "split", with the Symphony.

MAYOR
Art Agnos

COMMISSIONERS
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President
Nancy Boas
Vice President
Vernon Alley
Stanley Eichelbaum
Kim Fowler
Daniel Genera
Anne Healy
John Kriken
Robert F. LaRocca
Amalia Mesa-Bains, Ph.D.
Rai Y. Okamoto
Dodie Rosekrans

EX OFFICIO MEMBERS
Presidents of the
Fine Arts Museum
Library Commission,
Planning Commission,
Recreation and Park
Commission

DIRECTOR
Claire N. Isaacs

PROGRAMS
Arts Festivals
Civic Art Collection
Civic Design Review
Neighborhood Arts
POPS Symphony Concerts
Public Art Program
Street Artists Licenses

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Sate-Local Partnership
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ArtHouse
415-554-9679

Arts Commission Gallery
155 Grove Street
415-554-9682

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11/19/90

MUSIC COMMITTEE MEETING

MONDAY, NOVEMBER 19, 1990 at 3:30PM
Suite 70 Meeting Room
25 Van Ness Avenue

AGENDA

1. Approval of Minutes from October 24 Music Committee Meeting
2. Marketing Report from San Francisco Symphony: 1990 POPS
3. Discussion: 1991 Suggested Artists: Preliminary List
4. Unfinished Business
5. New Business
6. Adjournment

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MAYOR
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PROGRAMS
Arts Festivals
Civic Art Collection
Civic Design Review
Neighborhood Arts
POPS Symphony Concerts
Public Art Program
Street Artists Licenses

Suite 430
Sate-Local Partnership
415-554-9677
ArtHouse
415-554-9679

Arts Commission Gallery
155 Grove Street
415-554-9682

SF ART COMMISSION

November 23, 1990

MINUTES OF THE MEETING OF THE MUSIC COMMITTEE
November 19, 1990 3:30 p.m.
San Francisco Arts Commission
25 Van Ness Avenue , Suite 70
San Francisco CA 94102

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Present:
Commissioner Vernon Alley, Chair
Commissioner Stanley Eichelbaum
Commisioner Barbara Sklar
Anne W. Smith, Consultant to Arts Commission
Amy Layman, San Francisco Symphony Operations
Patty Gessner, Marketing Director, San Francisco Symphony
Chris Bliss, Public Relations Director, San Francisco Symphony
Margie O'Driscoll, Acting Director, Arts Commission (arrived 4:30pm)

Commissioner Alley called the meeting to order at 3:35. Guests from the Symphony staff were introduced. The Minutes of the October 26, 1990 meeting were approved.

Discussion opened with presentation of the 1990 POPS Box Office Sales Report from Ms.Gessner. It was noted with approval by all, that with the 1990 sales of $602,647, POPS ticket revenues exceeded $500,000 for the first time. This was due to an increase both in ticket prices and total number of tickets sold.

Ms. Layman pointed out that planning would be assisted by a spreadsheet of what each costs, including special (if any) costs per show. Commissioner Sklar noted that it would be interesting to see the correlation between high artist fees and expenses. It was requested that Ms. Layman and Ms. Smith coordinate the compilation of Arts Commission and Symphony costs to present a total expense picture to parallel the Sales Report. This should be completed by the next Committee meeting.

Ms. Gessner then distributed and reviewed for the Committee, a report on the POPS Audience Survey Summer 1990, prepared by J. Walter Thompson Company ~~(attached)~~. An Executive Summary of the result is being prepared and the Commission will be sent a copy as soon as it is ready. A brief discussion about the merits of discounts lead to the premise that it is difficult to tell how far to go with them - generally that is why the Symphony does not offer discounts. In sum, the charts show that advertising dollars are being spent wisely.

A " Very Preliminary List" for POPS artists summer 1991, prepared by the Symphony staff was distributed. In the ensuing discussion the Commissioners requested that the following also be considered for fees and availability: Mel Torme, George Shearing, Andrea Markovicci, the Temptations, Joan Baez, James Taylor, Linda Ronstadt (perhaps Danny Valdez), Maggie Whiting's group, Bobby Short (for a Cole Porter Night), Nancy Wilson, Lou Rawls, Natalie Cole, Manhattan Transfer, Debby Reynolds, Gladys Knight, Dave Brubeck, Duke Ellington Band, and Chick Correa.

Ms Layman noted that it would be useful if the Committee could have another meeting to further discuss artist booking issues prior to December 11, when she will be leaving to attend the Association of Performing Arts Presenters in New York, and beginning to make offers to artists represented at that conference. Tuesday, December 4 at 3:30pm was set as the next meeting of the committee.

Commissioner Sklar suggested that underwriting could be sought for a particular concert that would attract a new younger audience - offsetting the high fee expense of some popular contemporary artists.It was agreed that this was a good idea, would not necessarily interfere with the Symphony's regular fundraising efforts, and that Michael Gehret, the Symphony's Development Director, should be consulted.

Ms. Smith inquired as to when the POPS budget is normally prepared. The answer is early spring after the artists have been selected. Ms. Layman reported that the El Paso check had not yet been received. Ms. Smith with check on the status of the payment order and facilitate process of payment to the Symphony.

There was also a request to determine why the Auditorium costs for 1990 were larger than projected. Ms Smith will review those costs and report back at the next meeting.

Because there was some concern and questioning expressed by the Human Rights Commission over last year's contracting process, Commissioner Alley asked Acting Director O'Driscoll and Ms. Smith to meet with a representative of that agency, prior to opening the contract process. A meeting will be set up shortly.

There being no further business the meeting was adjourned at 4:45 p.m.

Submitted by,

Anne W. Smith, Consultant

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City and County
of San Francisco

THE ARTS
COMMISSION
OF SAN FRANCISCO

25 Van Ness Avenue
Suite 240
San Francisco, CA 94102
(415) 554-9671

SF ART COMMISSION

MUSIC COMMITTEE MEETING

December 4, 1990 at 3:30pm

Suite 70 25 Van Ness Avenue

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A G E N D A

1. Approval of minutes from meeting of November 19.
2. Input and discussion from Commissioners to Symphony re Guest Artists for 1991 Pops Season
3. Review of per-concert expenses from 1990 Pops Season
4. Unfinished Business
5. New Business
6. Adjournment

MAYOR
Art Agnos

COMMISSIONERS
Barbara Sklar
President
Nancy Boas
Vice President
Vernon Alley
Stanley Eichelbaum
Kim Fowler
Daniel Genera
Anne Healy
John Kriken
Robert F. LaRocca
Amalia Mesa-Bains, Ph.D.
Rai Y. Okamoto
Dodie Rosekrans

EX OFFICIO MEMBERS
Presidents of the
Fine Arts Museum
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Commission

DIRECTOR
Claire N. Isaacs

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City and County
of San Francisco

THE ARTS
COMMISSION
OF SAN FRANCISCO

25 Van Ness Avenue
Suite 240
San Francisco, CA 94102
(415) 554-9671

MAYOR
Art Agnos

COMMISSIONERS

Barbara Sklar
President

Nancy Boas
Vice President

Vernon Alley
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MUSIC COMMITTEE MEETING

Monday, March 25, 1991 at 3:30pm

Suite 70 25 Van Ness Avenue

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A G E N D A

1. Approval of Minutes from January meeting
2. Update re artists from San Francisco Symphony
3. Review of Vendors
4. Approval of Vendors and Guest Artists
5. Discussion and approval re: Ticket Pricing & Programs
6. Old Business
7. New Business
8. Adjourn

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Van Ness Avenue
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SAN FRANCISCO ARTS COMMISSION

MUSIC COMMITTEE MEETING

Friday, November 22, 1991 10 am - 12 pm
25 Van Ness, Suite 70 Meeting Room

AGENDA

1. Review of Final Box Office Sales Report.
2. 1991 POPS - Artistic Wrap-Up. Staff and Committee Discussion.
3. Purpose and Goal of POPS. Staff and Committee Discussion.
4. 1992 Program Suggestions
5. Schedule Follow-up Meeting To Be Held Before December 13
6. Unfinished business
7. New Business
8. Adjournment

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MINUTES OF MEETING
ARTS COMMISSION MUSIC COMMITTEE
NOVEMBER 22, 1991
10:00 a.m.
25 VAN NESS AVENUE, SUITE 70

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Present: Commissioner Vernon Alley, Chair
Commissioner Robert LaRocca
Commissioner Daniel Genera
Commissioner Dodie Rosenkrans (arr. 10:12)
Commissioner Barbara Sklar (dep. 12:05)
Commissioner Stanley Eichelbaum

Staff: Joanne Chow Winship, Director of Cultural Affairs
Maya Rath, Administrative Assistant

Symphony: John Kieser, Director of Operations
Amy Layman, Assistant Director of Operations
Patty Gessner, Director of Marketing
Rise Walter, Box Office Manager
Sia Taylor, Public Relations

Commissioner Alley called the meeting to order at 10:10 a.m.

REVIEW OF FINAL BOX OFFICE SALES

John Kieser began the meeting by distributing a financial history of Pops from 1984 through 1991. It was noted that between those years, ticket revenues increased 134%, total expenses increased by only 74% and revenues over expenses increased by 244%. This is an average increase of net proceeds of 30% per year.

Mr. Kieser also reviewed the detailed financial statement for the 1991 Pops season noting that Natalie Cole had the highest net, followed by Rodgers and Hammerstein, Joel Grey, Bernadette Peters, The Four Tops, All-Tchaikovsky Program, Classics, Dance Night and Mel Torme respectively. Mr. Kieser expressed concern that the net for opening night was low. A discussion was held about the 425 El Paso comp tickets for that evening and the public relations issue of no good seats being available to the public for this evening. It was decided to revisit the issue with El Paso.

Amy Layman noted that Bruce Hubbard who sang in the Rodgers and Hammerstein show last year passed away. She will draft a letter on behalf of the Symphony and Arts Commission to his mother.

John Kieser recommended that Opening Night not have a headliner and thought that the Symphony playing All-American music with someone such as Keith Brion would be a success.

Some discussion was held about Dance Night and the low net that it had. It was noted that this particular event has a following in the community and many people that don't come to any other program come to Dance Night.

It was noted that expenses for the 1991 Pops came in under budget.

ARTISTIC WRAP-UP

John Kieser stated he felt the 1991 Pops was the best balanced year ever. The series reached a wide audience because of the diverse programs.

It was noted that the classical programs needed more differentiation. Commissioner Sklar asked if there was any classical star to feature that would be affordable. Mr. Kieser commented that he had tried to get Nigel Kennedy at one time who has a wide appeal to different audiences. He was not able to find anyone, however.

The consensus was that Mel Torme's show was not as successful as had been hoped.

A discussion was held about featuring a conductor that would be a draw. John Kieser said that this would be difficult because the Pops season was only 3 weeks long which makes it difficult to attract good Pops conductors.

The musicians' stage decorum was also discussed. It was noted that the musicians appear very unenthusiastic during Pops concerts.

Commissioner Sklar suggested a family night that would attract children. The Disney show was discussed but Mr. Kieser noted that the cost for this was $85,000.

Mr. Kieser suggested using local bands for Dance Night to be more cost-effective. Vernon Alley suggested the Rex Allen band.

Commissioner Genera noted that he heard disappointing reviews of Benny Velarde from the Latin Community and suggested trying someone else.

PURPOSE AND GOALS OF POPS

Joanne Chow Winship directed the discussion to what the overall purpose and goal of Pops really is.

John Kieser outlined his thoughts about the goals and purpose of Pops as: 1) Making available to the community Symphony Pops concerts at a low cost; 2) Providing performances at a high artistic level with a balance of international, national and local talent; 3) Programming to appeal to a culturally diverse audience; 4) Doing all of the above in a fiscally sound manner.

Commissioner Sklar agreed with Mr. Kieser but felt he was mixing goals and objectives together. She felt the goals needed to be structured more clearly.

Mr. Kieser suggested that he, Amy Layman, Joanne Chow Winship and Maya Rath meet to draft up a statement of purpose and goals of Pops for this Committee's review.

Children shows were again discussed noting that a children's show would not net a lot of money but would meet the goal of bringing in new audiences. Mr. Kieser will consult with Mitchell Korn on what a good children's show/family night program might be.

SUGGESTIONS FOR 1992 POPS

Commissioner Alley suggested Dave Brubeck. Mr. Kieser will investigate, noting that if Brubeck plays at Concord, no one will come to see him here.

Commissioner Sklar suggested Harry Bellafonte, James Taylor, The Grateful Dead, Aretha Franklin, and Harry Connick, Jr. Ms. Layman will investigate some of these noting that Aretha Franklin is difficult to get because she does not travel by air. Everyone agreed that Aretha Franklin would be great. Other suggestions were Andrea Marcovicci and a Country and Western variety show.

The Country and Western Variety show received an enthusiastic response. Commissioner Sklar suggested that food also be a highlight of such an evening. It was also suggested that on this night, people not be allowed to bring their own food so that concessions and food could add to the net of the evening.

Commissioner Genera suggested a Mambo room for Dance Night, noting that there is a new movie coming out which will feature the Mambo and it will be very popular by this Summer. He also emphasized that there is a large Latin community that does not attend many events unless the feature artist is Latin. He suggested names such as Jose Luis Guerra, Juan Gabriel and Celia Cruz and Tito Puente. Commissioner Genera also suggested a night that would appeal to the Gay community perhaps featuring the Gay Men's Chorus and other stars such as Peter Allen, Bernadette Peters and Andrea Marcovicci.

The idea of getting Linda Ronstadt as at a reduced fee was discussed.

Commissioner LaRocca suggested a Local Talent Night with guests such as the Lamplighters and Gay Men's Chorus. He also suggested getting Natalie Cole back again.

Commissioner Eichelbaum suggested Joan Baez and Linda Ronstadt. Judy Collins was also mentioned.

Director Winship noted she had received 24 letters from the public requesting Michael Crawford. She asked Ms. Layman to investigate getting Mr. Crawford. Ms. Winship asked Ms. Layman to let her know if there were reasons he could not be booked so she could respond to the requests.

Commissioner Sklar said she had received letters indicating the desire for more multicultural events.

Other suggestions were for Gospel/Spiritual music; South African music; Luther Van Dros; Barry White; Chanticleer with Linda Ronstadt; Johnny Mathis; Peter, Paul and Mary; Ben Vereen.

A discussion was held on which events from last year should be repeated. The Commissioners requested that Natalie Cole be investigated.

Mr. Kieser strongly recommended bringing Bernadette Peters back. Reaction to the suggestion was mixed.

Commissioner Sklar departed the meeting at 12:05.

NEXT MEETING

The next meeting of the Music Committee will be held on Tuesday, December 10 at 3:30 p.m. at the Arts Commission, Suite 70.

At this meeting, the Symphony will bring back their initial investigations of the suggestions for next year's Pops.

The agenda will also include a discussion of future plans with El Paso and how they should be recognized.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:10 p.m.

Submitted by:
Maya Rath
Maya Rath, Administrative Assistant

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SAN FRANCISCO ARTS COMMISSION

MUSIC COMMITTEE MEETING
Tuesday, December 10, 1991 3:30 pm
25 Van Ness, Suite 70 Meeting Room

AGENDA

1. Approval of Minutes of November 22, 1991 Meeting

2. Guest Artists - POPS 1992
   Discussion of preliminary Symphony inquiries.

3. Schedule Follow-up Meeting in January.

4. El Paso
   Discussion of future plans and recognition/thanks.

5. Unfinished Business

6. New Business

7. Adjournment

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MINUTES OF MEETING
ARTS COMMISSION MUSIC COMMITTEE
DECEMBER 10, 1991
3:30 p.m.
25 VAN NESS AVENUE, SUITE 70

Present: Commissioner Vernon Alley, Chair
Commissioner Robert LaRocca (dep. 5:05 p.m.)
Commissioner Stanley Eichelbaum

Staff: Joanne Chow Winship, Director of Cultural Affairs (arr. 3:50 p.m.)
Maya Rath, Administrative Assistant

Symphony: John Kieser, Director of Operations
Amy Layman, Assistant Director of Operations
Patty Gessner, Director of Marketing (dep. 4:55)
Sia Taylor, Public Relations (dep. 4:35)
Ann Dabovich, Associate Director of Development

Commissioner Alley called the meeting to order at 3:40 p.m.

APPROVAL OF MINUTES OF NOVEMBER 22, 1991 MEETING
Commissioner Alley called for the approval of the minutes of the November 22, 1991 Music Committee meeting.

Moved: LaRocca

Discussion: John Kieser and Amy Layman requested that in the discussion of Pops goals at the last meeting, it be noted that one of the goals mentioned was that of financially maintaining a symphony orchestra as stated in the City Charter.

Consensus: Unanimous

GUEST ARTISTS - POPS 1992
John Kieser distributed an analysis showing the costs associated with only doing 8 Pops concerts vs. 9 concerts. The conclusion that the Symphony came to was that the net proceeds would be less by doing eight concerts instead of the usual nine.

Mr. Kieser and Ms. Layman distributed a list showing the status of the inquiries that had been made to date for guest artists for next year's season.

The Committee decided to go through the list and eliminate names and keep those on that should be further pursued. The following was decided:

Chet Atkins: Ms. Layman will do further research on him.

Peter Allen: the Symphony felt he might not sell well by himself.

Paul Anka: fee too large. Do not pursue further.

Harry Belafonte: Symphony was told he is not performing in 1992.

Burt Bacharach: performed the Pops in 1984. The Committee felt he was more popular then than now. Will not pursue further.

Joan Baez: Committee directed Ms. Layman to pursue further but to negotiate a lower fee. Fee quoted is too high.

Tony Bennett: Committee felt he was overexposed and decided not to pursue further.

Dave Brubeck: Committee wants to pursue and directed Ms. Layman to investigate where else he is performing in the area and to try and get him exclusively. It was noted he was performing at Masson sometime this year, but Committee felt that the Pops was prior to this and people would come to hear him at Civic Auditorium first.

Keith Brion: has performed with the Pops in prior years. Symphony felt he would do well for the Opening Night.

Director Winship arrived at 3:50 p.m. The Committee gave Director Winship an overview of what had preceeded. It was noted during the second review of the Symphony's financial analysis that in both the 8 concert scenario and 9 concert scenario, the Symphony fee remained the same. Director Winship questioned this. The Symphony's understanding is that the contract states that the Arts Commission pays the Symphony by the week and not by the concert. Symphony stated that past agreements between the two parties was that the Symphony would hold three (3) weeks for Pops and perform 3 concerts per night. Director Winship will look into this issue further.

During the review of guest artists Director Winship questioned if Joan Baez would sell well. Mr. Kieser felt she would but it was agreed that Patty Gessner would do more research.

Johnny Cash: Ms. Layman will do more research on him and Country and Western night.

Harry Connick, Jr.: he has indicated he is not interested.

Celia Cruz: does not have any Symphony charts.

Michael Feinstein: Committee felt he had been repeated already.

Aretha Franklin: does not fly and is not interested.

Juan Gabriel: has no symphony charts.

Gatlin Brothers: Ms. Layman noted that next year was their Adios Tour or Farewell Tour and that this would attract a large audience. Ms. Layman will pursue further.

Crystal Gayle: more research to be done by Symphony.

Luis Guerra: Ms. Layman spoke to his personal manager who stated that he had no symphony charts and was not interested.

Grateful Dead: no symphony charts.

Director Winship questioned if artists that don't have symphony charts could still be hired if the expense for charting was paid for as was suggested by Andrea Marcovicci. Mr. Kieser stated that it is very difficult to try and attract an artist when it's been indicated he/she is not interested. In addition, it's costly to do the orchestral arrangements. In the case of Andrea Marcovicci, Ms. Layman noted that her husband is the one who will most likely do her arrangements.

James Ingram and Patty Austin: the Symphony felt that these two black artists would appeal to the younger audiences. Patty Gessner to investigate further.

Cleo Laine and John Dankworth: Patty Gessner commented that these artists only sold 3,300 seats the last time they were presented. Ms. Gessner to investigate further.

Henry Mancini: was here three years ago. Committee decided not to pursue.

Johnny Mathis: Committee did not want to pursue further.

Andrea Marcovicci: it was noted that Ms. Marcovicci is performing a WW II era show in New York. The Committee suggested the Symphony investigate the possibility of her doing a WW II revue for Pops. It was noted that Commissioner Sklar had spoken with Ms. Marcovicci in New York and that Ms. Marcovicci would waive her fee if the Arts Commission would pay to have symphony charts done for her.

Bernadette Peters: the Committee agreed that the Symphony should ask her back for next year.

Peter, Paul and Mary: Ms. Layman stated they were not interested.

Lou Rawls: decision not to pursue.

Linda Ronstadt: the Symphony noted that Ms. Ronstadt's fee was high. Director Winship asked the Symphony to ask Ms. Ronstadt to lower her fee if she knew that the proceeds were going to support Arts Education and suggested that all proceeds from a possible Ronstadt show would go towards such programs. Symphony will pursue.

Carly Simon: Symphony noted she is not performing.

Red Skelton: Ms. Layman noted that he has a symphony show and that he sold out at the Circle Star last April. Symphony to do more investigation.

Smothers Brothers: Committee did not want them pursued further.

Manheim Steamroller: Symphony explained that this group was a popular new age group which might draw a large audience. Committee agreed that Symphony should pursue.

Four Tops: the Symphony felt that this group should be asked back for a third year in a row. The Committee felt that this would not be successful. Commissioner LaRocca suggested that similar groups be investigated such as Manhattan Transfer and the Pointer Sisters. Commissioner Alley suggested that the Symphony investigate Smokey Robinson.

The Committee did not want the Symphony to pursue Barry White or Andy Williams further.

The Commission requested that the Symphony also report back on Natalie Cole and Michael Crawford.

Sia Taylor left the meeting at 4:35 p.m.

Mr. Kieser distributed a status of several theme shows such as Dance Night and Children's Show. He requested suggestions for bands for Dance Night noting that all bands needed to be in good standing with the Union. Mr. Kieser suggested that the Minton band be moved into the main hall and the side halls have a Country and Western band and a Latin band. His goal is to decrease the costs of this evening and make it a community event. Mr. Kieser also commented that since there is no Black and White Ball this year, more people would be attracted to Dance Night.

The Rodgers and Hammerstein concert was discussed. The Symphony informed the Committee that they are looking into hiring Jack Everly, principal conductor of the American Ballet Theater, as the conductor for this concert. Mr. Everly has access to music libraries that not everyone has access to and has his roots in Broadway.

The Symphony stated it felt the quality of the Rodgers and Hammerstein concert needed to be improved. Mr. Kieser suggested using the San Francisco Symphony Chorus instead of the Civic Chorale. The Commission noted that the Civic Chorale costs $1,500 and asked Mr. Kieser to quote a price for using the Symphony Chorus. Mr. Kieser will report back.

Director Winship suggested there were several other choruses in the community which should be looked into such as Chanticleer. The Symphony felt that Chanticleer was too small a group to sing with a symphony orchestra. Mr. Kieser commented that some choruses are difficult to involve in a professional production and recommended using a full scale chorus. Commissioner Eichelbaum suggested looking into the Gay and Lesbian Chorus.

Mr. Kieser informed the Committee that Raffi is only doing shows with environmental messages. The Disney Show cost the L.A. Philharmonic $170,000 for 2 shows. Mr. Kieser will investigate if they can be contracted for less.

Ms. Layman noted that the Sesame Street Show is only with Bob McGrath and not with any of the show's characters. She will investigate further as to how the show is done and its success. Mr. Rogers and Captain Kangaroo will also be researched. The Symphony suggested performing the children's show as a Sunday matinee.

Patty Gessner departed at 4:55 p.m.

SCHEDULE FOLLOW-UP MEETING IN JANUARY
Maya Rath will schedule a follow-up meeting in January.

EL PASO
A discussion was held concerning future plans with El Paso. Mr. Kieser felt that it was necessary to satisfy the entertainment and public relations need of El Paso but also increase the net sponsorship by decreasing the number of complimentary tickets El Paso received. Ann Dabovich felt El Paso would take less tables if the event itself was attracting the type of audience El Paso targets.

Mr. Kieser suggested that the Arts Commission and the Symphony be co-applicants of the grant application. Director Winship stated the Arts Commission had been the sole applicant in the past and felt she wanted to maintain that role.

The Symphony asked if the check from El Paso could be made out to the Symphony in order to avoid paying a fiscal fee. Director Winship stated there was a history to the El Paso relationship that she wanted to discuss with the Commission and the City Attorney prior to taking such action.

The next step in the process is to talk with Naomi Larkin from El Paso and then have further discussions with El Paso during the first week in January to listen to their concerns.

Director Winship asked if the Symphony could look into other sponsorships for Pops since the Symphony is offering support from their Development Department.

UNFINISHED BUSINESS
There was no unfinished business.

NEW BUSINESS
There was no new business.

ADJOURNMENT
There being no further business, the meeting was adjourned at 5:25 p.m.

Submitted by:

Maya Rath

Maya Rath
Administrative Assistant

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SAN FRANCISCO ARTS COMMISSION

MUSIC COMMITTEE MEETING
Monday, January 6, 1992 2 pm - 3 pm
25 Van Ness, Suite 70 Meeting Room

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AGENDA

1. Approval of Minutes of December 10, 1991 Meeting
2. El Paso - Preliminary Discussions
3. Contracts for POPS - Discussion
4. Guest Artists for 1992 - Discussion
5. Next Meeting - January 22 from 10 a.m. - 12 p.m.
6. Unfinished business
7. New Business
8. Adjournment

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MINUTES OF MEETING
ARTS COMMISSION MUSIC COMMITTEE
JANUARY 6, 1992
2:00 p.m.
25 VAN NESS AVENUE, SUITE 70

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Present: Commissioner Vernon Alley, Chair
Commissioner Barbara Sklar
Commissioner Robert LaRocca (arr. 2:10 p.m.)
Commissioner Stanley Eichelbaum
Commissioner Dodie Rosenkrans

Staff: Joanne Chow Winship, Director of Cultural Affairs
Maya Rath, Administrative Assistant

Commissioner Alley called the meeting to order at 2:05 p.m.

APPROVAL OF MINUTES OF DECEMBER 10, 1991 MEETING
Commissioner Alley called for the approval of the minutes of the December 10, 1991 Music Committee meeting.

Moved: Rosenkrans

Discussion: Ms. Rath stated that the Symphony had contacted her regarding what they felt was an omission in the minutes. Symphony feels the minutes should state that correction to November minutes be that a goal of Pops is to financially support the San Francisco Symphony - not just to maintain a symphony orchestra.

Ms. Rath informed the Committee that she had gone back to December's discussion and noted that the main point made by the Symphony was that they felt the goal of Pops is to maintain a symphony orchestra. At the end of that discussion, Mr. Kieser made a side comment that it was the San Francisco Symphony - but that was not the main point made and therefore was not included.

Discussion ensued regarding City Charter. It was concluded that charter did not specifically refer to the San Francisco Symphony. Director Winship conferred with the City Attorney on this and found there was no evidence of anything in the records specifically referring to the San Francisco Symphony.

Discussion took place regarding Symphony's role at Music Committee meetings. It was reminded that the Symphony can be a presenter of information at these meetings but that these are Arts Commission committee meetings with the commissioners having the voting authority.

Commissioner LaRocca arrived at 2:10 p.m.

Consensus: Unanimous

EL PASO - PRELIMINARY DISCUSSIONS
Director Winship informed the Committee about the meeting she and Ms. Rath had with Naomi Larkin of El Paso. The meeting was primarily to introduce Ms. Larkin to the new Arts Commission administration.

El Paso appreciated Commissioner Rosenkrans' offer to host a party in their honor.

Discussion concerning El Paso's sponsorship and if El Paso would consider sponsoring another evening besides Opening Night when the public wants to get good seats. Discussion followed on whether Opening Night should have a big star attraction. It was noted that El Paso indicated it was important that the evening they sponsored have a big name star.

The Music Committee decided an effort should be made to decrease the number of complimentary tickets given to El Paso on their night to increase the revenues. Commissioner Rosenkrans also suggested reserving tickets that El Paso normally would use to encourage people to buy tickets for entire Pops series.

El Paso will set up a meeting in January which will include the Arts Commission and the Symphony to further discuss these issues. Commissioner Alley requested Ms. Rath to include El Paso on next Music Committee meetings' agenda.

CONTRACTS FOR POPS
Discussion was held regarding the San Francisco Symphony's contract with the Arts Commission. Director Winship did not understand the origins of certain clauses in the contract and will discuss these points with the Symphony. Director Winship stated she wished to be supportive of the San Francisco Symphony and wanted clarification on certain issues she felt were outstanding.

A discussion was held concerning recent correspondences between Arts Commission and Symphony. Commissioner Alley will be sent copies of those correspondences. Director Winship stated that she had asked the Symphony to assist with fundraising for Pops concerts.

Commissioner Sklar asked that Public Relations/Marketing be looked at this year.

Discussion was held concerning having only 8 symphony concerts. The analysis the San Francisco Symphony distributed at December meeting showing the financials of doing 8 concerts vs. 9 was reviewed.

Ms. Rath informed the Committee that requests for proposals had been sent out for the decorating of Civic Auditorium for the Pops concerts. Requests for proposals are necessary to comply with the Human Rights Commission. After proposals are submitted, it was recommended that Director Winship and Ms. Rath review and select the top candidates and that final selection will be made by the Music Committee using a scoring sheet.

GUEST ARTISTS
Ms. Rath informed the Committee that a request was made to the Symphony to book Andrea Marcovicci as soon as possible. This was done with Commissioner Alley's and Sklar's approval. Amy Layman is currently investigating orchestra charts that were made for Ms. Marcovicci and used by the Napa Symphony.

It was noted that the chorus issue is to be discussed at the next Music Committee meeting on January 22 with the Symphony. Symphony will bring the cost of using its Chorus to the next meeting.

The Music Committee will meet again after the full meeting with the Symphony on January 22.

NEXT MEETING
The next Music Committee meeting will be on January 22, 1992 from 10 a.m. to 12 p.m.

UNFINISHED BUSINESS
There was no unfinished business.

NEW BUSINESS
There was no new business.

ADJOURNMENT
There being no further business, the meeting was adjourned at 3:05 p.m.

Submitted by:

Maya Rath

Maya Rath
Administrative Assistant

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1/22/92

SAN FRANCISCO ARTS COMMISSION

MUSIC COMMITTEE MEETING

Wednesday, January 22, 1992 10 am - 12 pm
25 Van Ness, Suite 70 Meeting Room

AGENDA

1. Approval of Minutes
2. El Paso - Further Discussions
3. Guest Artists for 1992
   Symphony Report
4. Decorations - Discussion
5. Next Meeting
6. Unfinished business
7. New Business
8. Adjournment

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MINUTES OF MEETING
ARTS COMMISSION MUSIC COMMITTEE
JANUARY 22, 1992
10:00 a.m.
25 VAN NESS AVENUE, SUITE 70

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Present: Commissioner Vernon Alley, Chair
Commissioner Barbara Sklar
Commissioner Robert LaRocca
Commissioner Stanley Eichelbaum
Commissioner Daniel Genera

Staff: Joanne Chow Winship, Director of Cultural Affairs
Maya Rath, Assistant to the Director

Symphony: John Kieser, Director of Operations
Amy Layman, Assistant Director of Operations

Commissioner Alley called the meeting to order at 10:12 a.m.

APPROVAL OF MINUTES OF JANUARY 6, 1992 MEETING
Commissioner Alley called for the approval of the minutes of the January 6, 1992 Music Committee meeting.

Moved: LaRocca

Consensus: Unanimous

EL PASO - FURTHER DISCUSSIONS
John Kieser and Amy Layman arrived at 10:13 a.m.

Director Winship informed the Committee that the meeting with El Paso will be held on February 18, 1992 at noon in their downtown offices. The Symphony will inform Director Winship on who will be attending from their staff. Director Winship and Commissioners Alley and LaRocca will attend. Other Commissioners should inform Director Winship if they wish to attend.

A discussion was held concerning El Paso and their issues. It was noted that El Paso wants a big name star. Program and guest artist are very important this year to El Paso. Commissioner Sklar asked if we could encourage El Paso to sponsor another night besides Opening Night so that more tickets would be available to the general public for this evening which would encourage more people to subscribe to the entire Pops season. Director Winship thought that El Paso would be open to discussions about taking less complimentary tickets for their evening.

Mr. Kieser said that historically, Opening Night has done well without a big name artist.

The Symphony distributed a tentative schedule for the 3 weeks Pops season for the Committee's review. Two (2) scenarios for a season schedule were reviewed.

GUEST ARTISTS - 1992
Ms. Layman noted that she had discussions with Andrea Marcovicci about performing her Love Songs for WW II. Ms. Layman also noted that she checked with the Napa Symphony about Ms. Marcovicci's orchestral charts and was told that they were a little sparse but otherwise fine. Ms. Marcovicci is scheduled to perform with the Santa Rosa Symphony in July for an Aids Benefit. The Symphony felt it was important that Ms. Marcovicci have exclusivity so that ticket sales will be high. Commissioner Sklar commented she felt Ms. Marcovicci could discuss the situation with Santa Rosa and work something out since her first priority is to perform at the Pops.

Discussion was held about inviting guest artists back immediately for the next season. It was recommended that both the Arts Commission and the Symphony discuss this on a case-by-case basis. Ticket sales for each artist should be reviewed prior to making a committment to anyone.

Ms. Layman recommended bringing Bernadette Peters back. She is quoting the same fee as last year.

The Symphony recommended bringing the Four Tops back as well, noting that the popularity of the movie "My Girl" could lead to increased ticket sales.

Ms. Layman discussed hiring Crystal Gayle for the Country and Western Night saying she had contacted several sources who recommended her as having the most cross over appeal of any Country and Western singer. Commissioner Sklar agreed that since this was our first attempt at a Country and Western evening, the guest artist should be one that attracts a wide audience.

Ms. Layman met with Dave Brubeck and was somewhat concerned about his saleability but noted he has sold out in Concord. The fee quoted was a good one and the Symphony Marketing department felt comfortable that he could be easily promoted.

Discussion was held about Rodgers and Hammerstein concert. The Symphony is recommending Jack Everly as the conductor for this event but stated their concern with the Civic Chorale. The fee for using the San Francisco Symphony Chorus for this performance is $8,000 which the Music Committee felt was high. The Symphony noted that a minimum of 80 voices should be used for this concert. It was decided to leave the choice of chorus open at this time and to inform Civic Chorale that the Arts Commission/San Francisco Symphony is considering other choruses because of both party's concern with the artistic quality of the Civic Chorale.

Linda Ronstadt is interested in performing at the Pops. The Symphony will approach her about reducing her fee and asked the Arts Commission for literature on their educational programs. A discussion was held about having Ms. Ronstadt perform her Mexican songs to attract the Latin community without using the symphony on the second half. The Symphony stated that because these are symphonic pops concerts, the symphony should perform in both halves of the concert so it isn't viewed as the warm up act for the main event.

It was decided to investigate her performing both halves, some pieces with or without the symphony in both halves. It was also agreed that there should be a night to focus on Spanish or Latin music. Discussion was held about Vicki Carr. Commissioner Genera felt she would attract an older or middle aged crowd but would do well.

It was agreed that the Symphony should approach Linda Ronstadt first and have Vicki Carr as a back up. Discussion ensued about perhaps booking both for different evenings.

Ms. Layman discussed Patti Austin and James Ingram noting they would bring in a younger Black audience. Ms. Layman will run off tapes of their music and send to the Commission for their review.

The Symphony recommended doing one night of all Tchaikovsky music. Ms. Rath suggested doing an all-Gershwin night and getting United Airline's sponsorship since Rhapsody in Blue is their theme song. This will be discussed and pursued further.

Mr. Kieser recommended Keith Brion and his John Philip Sousa music for the Opening Night noting it had done well in the past. It was recommended that El Paso be contacted to see if they would agree to another night besides Opening Night before a non-star status guest artist was booked for this evening. Director Winship will contact El Paso to see if they would be interested in Dave Brubeck.

Dance Night was discussed. Symphony suggested Peter Minton as the headline band noting that he has a large following. Ms. Rath mentioned she had received a suggestion to have a Cajun Zydeco band for this evening as well. She will investigate local union cajun zydeco groups. Country and Western bands and Mambo were also discussed. Commissioner Genera will pursue this further. It was noted that all groups needed to be in good standing with the Union. Director Winship suggested that audiences be encouraged to dress according to themes for Dance Night.

Committee and Symphony both felt that Natalie Cole was overexposed in the Bay Area and not to pursue further.

Mannheim Steamroller was discussed. Ms. Rath suggested that a Christmas Pops concert with Mannheim Steamrollers be considered in the future.

Childrens Show was discussed. It was concluded that the Summertime would be a difficult time to attract a young audience because of vacation and that the Childrens show be tabled for the time being.

Commissioner Eichelbaum departed at 11:50 a.m.

Final decision was to make firm offers to Linda Ronstadt or Vicki Carr, Dave Brubeck, Andrea Marcovicci and Crystal Gayle. This group of artists are the top choices for next year's Pops. The 4 Tops should also be booked and Bernadette Peters should be considered as a second priority.

Remainder of performances will include Opening Night, Dance Night, all-classical evening and Rodgers and Hammerstein.

Ms. Layman will contact artists tomorrow and check on their specific schedules and dates and report back at the next meeting.

Ms. Rath suggested that Conductor John Williams be contacted to conduct future Pops concerts since he is departing the Boston Pops next year and his home is in Los Angeles.

DECORATIONS

Ms. Rath asked the Committee for input on decorations for Civic noting that many proposers had inquired if they should decorate around a specific theme. Past themes were discussed but it was concluded that decorations should be festive and have an impact on the audiences.

NEW BUSINESS
Director Winship informed the Symphony that all departments had been asked to cut 10% from their budgets and that the Arts Commission has been informed that the Municipal Symphony allocation is not immune from this request. Mr. Kieser will inform symphony executives about this situation.

NEXT MEETING
The next Music Committee meeting will be on February 19, 1992 from 2 p.m.

UNFINISHED BUSINESS
There was no unfinished business.

ADJOURNMENT
There being no further business, the meeting was adjourned at 12:18 p.m.

Submitted by:

Maya Rath

Maya Rath
Assistant to the Director

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SAN FRANCISCO ARTS COMMISSION

MUSIC COMMITTEE MEETING
Wednesday, February 19, 1992 2 pm - 4 pm
25 Van Ness, Suite 70 Meeting Room

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AGENDA

1. Approval of Minutes of January 22, 1992 Meeting
2. El Paso - Opening Night Discussion
3. Guest Artists for 1992 Finalize Artists and Dates
4. Civic Auditorium Contract
5. Decoration Proposals
6. Next Meeting
7. Unfinished business
8. New Business
8. Adjournment

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MINUTES OF MEETING
ARTS COMMISSION MUSIC COMMITTEE
FEBRUARY 19, 1992
2:00 p.m.
25 VAN NESS AVENUE, SUITE 70

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Present: Commissioner Vernon Alley, Chair
Commissioner Stanley Eichelbaum

Staff: Joanne Chow Winship, Director of Cultural Affairs
Maya Rath, Assistant to the Director

Symphony: Amy Layman, Assistant Director of Operations

Commissioner Alley called the meeting to order at 2:15 p.m. There was no quorum for this meeting.

APPROVAL OF MINUTES OF JANUARY 22, 1992 MEETING
Commissioner Alley noted the minutes of the January 22, 1992 Music Committee meeting did not need any corrections but there could be no approval of the minutes because there was no quorum.

EL PASO - OPENING NIGHT
A discussion was held regarding the meeting on February 18 with El Paso which was attended by both the Arts Commission and the Symphony. It was noted that the proposal given to El Paso was to have Keith Brion with an all-American music program for Opening Night sponsored by El Paso. Other options given to El Paso were for Andrea Marcovicci and Vikki Carr. It was also suggested that El Paso get less complimentary tickets to this year's event in order to let more of the general public have access to this event.

Ms. Layman asked when El Paso would be getting back to us. She mentioned that Keith Brion's manager had called her to let her know he is being asked to conduct in Denver on July 16 - the same night as the Pops Opening Night. She will ask Mr. Brion's manager if his time in Denver can be moved to the 17th but if not, she asked about the possibility of having Opening Night on July 15.

This was discussed. There was some concern raised regarding how El Paso would view the move of Opening Night to a Wednesday rather than the traditional Thursday. Other than this issue, there was no concern about moving the date to July 15.

Ms. Rath will contact Naomi Larkin to ask when El Paso might be getting back to the Commission with a response to the proposal made. She will let them know that we need an answer as soon as possible so that we can proceed with the planning of the remainder of the season.

GUEST ARTISTS

Ms. Layman stated that Andrea Marcovicci has accepted the offer to perform with the Pops on either July 17 or 18. She has not yet informed Ms. Marcovicci about the possibility of performing on Opening Night and will wait until El Paso gets back with an answer before she raises the issue with Ms. Marcovicci.

Dave Brubeck is scheduled to perform on Friday, July 24.

Ms. Layman is trying to get Bernadette Peters - trying for the 25th commenting she didn't want to put all vocalists into one week. Director Winship noted that vocalists could be booked close together since people probably wouldn't go to all the vocalists but would rather go to hear different kinds of acts on each week.

Ms. Layman informed the Committee that the 4 Tops may not be available at all this year for the Pops. Ms. Layman recommended that if the Tops cannot do August 1 closing night, Bernadette Peters should be scheduled for that evening in order to have a strong closing.

Commissioner Alley stated that if the Tops weren't available, some other group or talent of that caliber with appeal to the young audiences should be considered.

Crystal Gayle will be scheduled during the first week, possibly on July 18 which met with the Committee's approval.

Ms. Layman noted that a letter has been sent to Linda Ronstadt along with Arts Commission information inviting her to perform at the Pops. She will not consider anything until she completes her dates with the Orpheum in the next couple of weeks.

Director Winship raised concern about the time factor for getting Ms. Ronstadt's answer and how that would affect our ability to book other artists in the meantime. Ms. Layman said she would still go ahead with booking other artists.

Ms. Layman is looking for another Motown group but they don't have symphony charts. Ms. Rath raised Patti Austin/James Ingram as a possibility. She and Ms. Layman went to see Ms. Austin at Kimball's where her shows were sold out. Ms. Layman felt we shouldn't close the door on this suggestion if some of the other things don't work out.

Commissioner Alley directed Ms. Layman to pursue this option. Ms. Layman noted that their price was quoted at $40,000 but she felt confident she could get that down.

Ms. Rath commented that she felt the series we currently had needed a headline like Austin/Ingram to give it another big name.

CIVIC AUDITORIUM CONTRACT
Ms. Rath will need a motion to enter into a contract with Civic. Terms are same as in prior years - either $27,000 or 10% of gross receipts whichever is greatest.

Civic is available to load-in on July 14 and load-out is scheduled for Sunday, August 2. Ms. Layman requested if the load-out could be moved to Monday, August 3 to save crew costs. Ms. Rath stated she had inquired about this and that the answer was that the load out could only occur on Sunday. Ms. Rath will double check with Civic Auditorium and get back to Ms. Layman.

Ms. Rath will write up a motion that Commissioner Alley will present at the full Commission meeting in March.

Ms. Rath explained she had been investigaing Cajun/Zydeco bands for Dance Night. She has found good talent with a large following but none of the bands are members of the local union. Commissioner Alley emphasized the importance of hiring only union bands for the Pops.

Ms. Rath also recevied the name of a Mambo band from Commissioner Genera today which she gave to Amy Layman to further investigate.

DECORATIONS
Ms. Rath commented she has to date received 7 proposals from decorators and that Mr. Liikala will also be submitting his proposal by the end of the week.

Ms. Rath suggested that she and Joanne go through the proposals and then bring the top 3-4 finalists to the Music Committee to be scored. The Human Rights Commission will then add preferential scoring for MBE and/or WBE. Ms. Rath distributed suggestions for scoring the proposals which met with everyone's approval.

Ms. Rath also stated that she wanted Jim Nagle and his crew at Civic Auditorium to review the finalist's proposals to ensure that the proposals are, in fact, feasible.

NEW BUSINESS
There was no new business.

NEXT MEETING
The next meeting will be on March 13, 1992 at 3 p.m.

UNFINISHED BUSINESS
There was no unfinished business.

ADJOURNMENT
There being no further business, the meeting was adjourned at 3:10 p.m.

Submitted by:

Maya Rath

Maya Rath
Assistant to the Director

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MINUTES OF MEETING
ARTS COMMISSION MUSIC COMMITTEE
MARCH 13, 1992
3:00 p.m.
25 VAN NESS AVENUE, SUITE 70

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Present: Commissioner Vernon Alley, Chair
Commissioner Stanley Eichelbaum
Commissioner Dodie Rosenkrans
Commissioner Robert LaRocca (arr. 3:20 p.m.)
Commissioner Daniel Genera (arr. 4:10 p.m.)

Staff: Joanne Chow Winship, Director of Cultural Affairs
Maya Rath, Assistant to the Director

Symphony: Amy Layman, Assistant Director of Operations

Civic Auditorium: Jim Nagle and Scott Bever

Commissioner Alley called the meeting to order at 3:05 p.m.

DECORATIONS
Ms. Rath instructed the Committee how to score the decoration proposals for Civic Auditorium for the 1992 Pops series. She stated she consulted with the Human Rights Commission on the scoring and emphasized that the scoring should be on the product presented and not on the presentation itself. According to HRC, there should be no discussion of each presentation. Scoring is to be done individually. Also, price is a negotiable item and should not be scored.

Four proposals for the decorating of Civic Auditorium for the 1992 Pops concerts were heard. The finalists were in order of presentation: Sausa Productions, Balloon Madness, Event Elan and Special Events of San Francisco. Commissioner LaRocca arrived at 3:20 p.m. after the first presentation by Sausa Productions and therefore did not score this proposal.

After the proposals were heard, Ms. Rath requested the Committee to hand in their scoring sheets. Commissioner LaRocca asked if there could be any discussion amongst the Committee. Ms. Rath informed him that the instructions she had received from the Human Rights Commission did not allow for any discussion. The Committee expressed their frustration with this process and felt that discussion was necessary in order to better assess each of the proposals. Commissioner LaRocca reviewed the different themes of the presentations to clarify the Committee's understanding of each proposal. After this, there was no further discussion.

Commissioner Genera arrived at 4:10 p.m.

Ms. Rath informed the Committee that El Paso will be sponsoring Opening Night again this year and has decided upon Keith Brion and an All-American evening for this event. Opening Night will be Wednesday, July 15 rather than the usual Thursday night opening because of Keith Brion's availability. She also informed the Committee that the last concert of the Pops was Saturday, August 1 and because Civic had rented out the hall as of 7:30 a.m. the following morning, the load-out of Civic would have to be done entirely after the Saturday night concert. She asked Scott Bever what this would do to crew costs. Mr. Bever stated that costs for the load-in and load-out themselves would be higher than in the past but because the shows in this year's series were less complicated technically than last year, he felt that total crew costs would be the same as last year.

Commissioner Alley thanked Jim Nagle and Scott Bever for their participation in the meeting. Mr. Nagle and Mr. Bever departed at 4:15 p.m.

APPROVAL OF MINUTES OF JANUARY 22, 1992 MEETING
Commissioner Alley called for the approval of the minutes of the January 22, 1992 Music Committee meeting which were not approved at the last meeting because there was no quorum.

Moved: LaRocca
Consensus: Unanimous

APPROVAL OF MINUTES OF FEBRUARY 19, 1992 MEETING
Commissioner Alley called for the approval of the minutes of the February 19, 1992 Music Committee meeting.

Moved: Genera
Consensus: Unanimous

GUEST ARTISTS - 1992

Ms. Layman distributed a draft of a schedule and reported the following:

Keith Brion is confirmed for El Paso's Opening Night on July 15.

Andrea Marcovicci is also confirmed for Friday, July 17.

Vikki Carr is on hold for July 18.

Country & Western Night - Crystal Gayle accepted an offer for 3 nights at Masonic and is no longer available for the Pops. Ms. Layman has a hold on Chet Atkins for Wednesday, July 22.

Dave Brubeck is confirmed for Friday, July 24.

Bernadette Peters is confirmed for Saturday, July 25.

Rodgers and Hammerstein is being suggested for Wednesday, July 29 and Dance Night for Friday, July 31.

Four Tops are confirmed for August 1.

Ms. Layman informed the Committee that Vikki Carr just won a Grammy for her Latin album. Ms. Layman felt that Vikki Carr should be booked even though the Committee is still awaiting a response from Linda Ronstadt for a Latin night. The Committee unanimously favored booking Ms. Carr immediately.

Ms. Winship stated that if Ms. Ronstadt does respond favorably to the Committee's request to perform the Pops that perhaps another concert is considered.

Other options for Country and Western artists with symphony charts were discussed. The Committee felt strongly about having a Country and Western night. Ms. Layman recommended pursuing the Gatlin Brothers with Chet Atkins as a back-up. The Committee decided that Ms. Layman try and get the Gatlin Brothers at a cost not higher than $32,000. If they are not available for that price, then Chet Atkins should be pursued.

It was noted that James Ingram and Patti Austin would not be on the schedule this year since the Four Tops have accepted the offer to perform.

Ms. Layman informed the Committee that Dave Brubeck would like to perform both halves of the concert. The Committee responded favorably.

Ms. Layman has not committed to Civic Chorale for Rodgers and Hammerstein and she informed Evan Whalon's manager that another conductor might be employed for this concert.

Concern over the artistic quality of Civic Chorale was discussed. One option mentioned was to invite the Civic Chorale back this year because of the time factor but to let them know their performance will be scrutinized this year for quality.

Director Winship suggested that we continue to look at other choruses such as the Gay and Lesbian Chorus. Commissioner Eichelbaum strongly suggested Chanticleer. Ms. Layman noted the music needed 4 part harmony with female voices and the size of the chorus was an issue.

Commissioner Alley expressed concern that the Civic Chorale be informed of the Committee's deliberations. He said it was important that Civic Chorale be given some kind of indication that their performance this year was not definite because of the long history the Arts Commission had with Civic Chorale. It was noted that Ms. Rath had a frank conversation with Civic Chorale letting them know that concerns about artistic quality were raised and that the Committee is considering other options.

It was decided that Ms. Layman and Ms. Rath investigate other chorus, particularly the Gay and Lesbian Chorus and Chanticleer. Based on this, a decision will be made as to whether to hire Civic Chorale for one more year.

Ms. Layman noted that because of the way the guest artists were booked this year, it left one slot available for either Dance Night or all-Classical evening. It was decided that it would be Dance Night. The Committee felt Dance Night has become increasingly popular but should be monitored carefully. Peter Minton will be the lead band in the main hall. A Latin band was suggested by Commissioner Genera for one side room which Ms. Layman is following-up on. Ms. Rath has investigated several Cajun-Zydeco bands in the area but noted that none are union members. Commissioner Alley stated that union membership is a prerequisite to performing at the Pops. It was noted that one band, Queen Ida's son, Freeze, is a union group but his music is more commercial than authentic cajun-zydeco. This group still may be pursued. Commissioner Alley emphasized that Dance Night needed a variety in the different bands.

Commissioner Genera emphasized to the Committee that he would help in the marketing of Vikki Carr and work with Ms. Rath and the Symphony on approaching several community Latin publications for publicity.

POPS PRINTED PROGRAM
Ms. Layman informed the Committee that Symphony Marketing Director Patty Gessner has approached Stage Bill about producing a give-away brochure. Stage Bill has, for the first time, been open to this suggestion.

Ms. Rath asked for direction from the Committee as to if the program should be free or sold to the public. Commissioner Alley felt that charging $1 for a program was not unreasonable. The charge should not be higher than $2. Commissioner Alley asked Ms. Layman and Ms. Rath to discuss.

MEMBERSHIP IN WESTERN ALLIANCE OF ARTS ADMINISTRATORS
Ms. Winship recommended that the Commission become a member of Western Alliance of Arts Administrators, a regional organization that provides services to presenting organizations, artists and artist managers. They sponsor an annual conference that showcases performing artists and examines issues of presenting, contracting, presenter/artist relations and negotiations.

Motion to approve the Arts Commission's membership in the Western Alliance of Arts Administrators.

Moved: LaRocca
Consensus: Unanimous

NEXT MEETING
Ms. Layman noted that the Symphony would be on tour on April 20 for 3 weeks.

It was concluded that no meeting would be scheduled at this time but that Ms. Rath would provide the Committee with updates and would call a meeting if necessary.

UNFINISHED BUSINESS
There was no unfinished business.

NEW BUSINESS
Commissioner LaRocca reported on a meeting he had with an artist manager who made some recommendations for guest artists for future years. Commissioner LaRocca will give names to Ms. Layman.

ADJOURNMENT
There being no further business, the meeting was adjourned at 5:20 p.m.

Submitted by:

Maya Rath

Maya Rath
Assistant to the Director

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THE ARTS
COMMISSION
SAN FRANCISCO

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ECTOR OF
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lic Art Program
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e 430
e-Local Partnership
554-9677
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Commission Gallery
Grove Street
554-9682

SAN FRANCISCO ARTS COMMISSION

MUSIC COMMITTEE MEETING
Monday, April 27, 1992 3:30 pm
25 Van Ness, Suite 70 Meeting Room

AGENDA

1. Approval of Minutes of March 13, 1992
2. Guest Artists for 1992
   Final Report
3. Review of Preliminary Budget
4. Discussion of Ticket Prices
5. Decorations - Discussion
6. Contract Approvals
7. Complimentary Ticket Policy
8. Next Meeting
9. Unfinished business
9. New Business

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MINUTES OF MEETING
ART COMMISSION MUSIC COMMITTEE
APRIL 27, 1992
3:30 p.m.
25 VAN NESS AVENUE, SUITE 70

Present: Commissioner Vernon Alley, Chair
Commissioner Stanley Eichelbaum
Commissioner Robert LaRocca (arrived 3:40 p.m.)
Commissioner Dodie Rosekrans

Staff: Joanne Chow Winship, Director of Cultural Affairs
Maya Rath, Assistant Director

Commissioner Alley called the meeting to order at 3:35 p.m.

APPROVAL OF MINUTES OF MARCH 13, 1992
Commissioner Alley called for the approval of the minutes of the Music Committee meeting of March 13, 1992

Seconded: Rosekrans
Consensus: Unanimous

GUEST ARTIST FOR 1992
Ms. Rath distributed a sheet explaining the final guest artist line up for the 1992 Pops series noting that Civic Chorale will again be performing the Rodgers & Hammerstein evening with Evan Whallon conducting. She also noted that a Cajun Zydeco band and Latin Salsa band had been booked for Dance Night.

The Committee reviewed the list. Director Winship commented that the Symphony would like Commissioner Genera's assistance in the marketing of Vikki Carr. Ms. Rath informed the Committee that Commissioner Genera had committed to helping with marketing this concert to the Latin community. She will follow up with Commissioner Genera to generate a firm marketing plan.

Commissioner Eichelbaum requested that more neighborhood newspapers be targeted this year for advertising of the Pops concerts rather than just the big newspapers.

Commissioner LaRocca arrived at 3:40 p.m.

REVIEW OF PRELIMINARY BUDGET
Ms. Rath distributed a sheet which showed 1991 Pops concert budgeted and actual expenses alongside this year's preliminary budget submitted to the Art Commission by the Symphony.

It was noted that the Symphony was requesting close to a 6% increase in the Symphony Fee for the Pops this year while the increases for the last two years had only been 4%. Commissioner Alley noted that the symphony musicians' base pay increase had only been 4% this year and felt that the increase should not be more than 4%.

Other expenses were discussed including the issue of concert overtime. Director Winship read to the Committee from a letter she had received from the Symphony along with the budget proposal explaining that concert overtime was a cost of production which the Symphony felt the Commission should pay for. Commissioner Alley felt that rehearsal overtime with advance approval by the Commission was not out of line but that the Symphony had control of concert overtime and it should not be paid for by the Commission. The Committee concurred.

It was noted that the Symphony was predicting an increase in the City Allocation based on past year's experience. Ms. Rath noted that last year's increase in the City Allocation was minimal compared to other years. She noted that the allocation is based on the property tax assessment and because of the property tax values, will probably not increase at the high rates it had in the past. Last year's City Allocation only increased by approximately $25,000 from the prior year and Ms. Rath felt that this same dollar increase should be used to project next year's fund.

It was also noted that the Symphony's budget included a substantial increase in revenues for the sale of printed programs. Director Winship noted that this increase was due to the Symphony's recommendation that the program price be raised from $1 to $2. A discussion was held over this issue. The Committee felt that $2 was too much to charge for the program and recommended that the price be held to $1. Suggestions were made on how to keep the production of the program down.

TICKET PRICES

Commissioner Alley informed the Committee that the Symphony had recommended a price increase for the 1992 series a few weeks before their printing deadline. Director Winship commented that she had requested a projected expense budget from the Symphony to explain why the ticket price increase was necessary noting that this information was necessary in order for the Committee to make an informed decision.

Because this information was not provided by the Symphony, the Committee decided to not increase ticket prices this year. This was conveyed in writing to the Symphony. Commissioner Alley informed the Committee that the Symphony had responded to this with a letter to Director Winship explaining that they felt the ticket price increase was necessary and were going to proceed with the increase regardless of the Music Committee's decision. Commissioner Alley emphasized that the Symphony had to this point still not submitted a projected expense budget to substantiate their request for a ticket price increase. They submitted a budget to Director Winship only after their letter stating their intention to move ahead with the increase.

Commissioner Alley expressed his dismay at how this situation was handled and made the point that the Music Committee is the one who decides and votes on such issues and that the Symphony is invited to Music Committee meetings but has no vote on such issues.

Commissioner Alley also quoted from the Charter 3.601 stating that the role of the Commission is to supervise and control the expenditure of all appropriations made by the board of supervisors for music and the advancement of art or music.

Commissioner Eichelbaum commented that the decision of whether or not to raise ticket prices was an important one that should not be made at the last minute.

Commissioner Alley stated he felt that the focus of the Pops was to make the concerts affordable and accessible to as much of the general public as possible. He informed the Committee of an informal meeting he had along with Commissioner LaRocca and Director Winship with John Kieser and Amy Layman. At that meeting, it was suggested that as a compromise, all balcony seats remain constant at last year's levels.

Director Winship stated that since that time, she had discussed this scenario with Patty Gessner, Director of Marketing at the Symphony, who projected that doing this would cost $11,000 of revenues.

Capacity and percentages sold of each section of Civic Auditorium seating was reviewed. It was noted that Balcony III was 97% sold last year while the table seating was only 56% sold. This was due to the fact that many of the tables in the back of the auditorium were not good seats. The Committee had heard expressions of dissatisfaction from audience members who had purchased table seating and were unhappy with the back locations. It was recommended that two price levels be developed for table seating.

She noted that in the brochure in which the Pops was being announced, the Pops prices were more competitive than other Symphony prices. The Committee concurred that the focus was also to make the Symphony more accessible to people by keeping Pops prices lower than regular symphony programs.

Commissioner Rosekrans felt that the increases were not unreasonable and were perhaps necessary in light of increasing costs. She noted that the least expensive seats were still less expensive than the average cost of a movie.

A discussion was held on the price of Balcony III seating for regularly priced concerts which was $2.50 last year. Commissioner Eichelbaum stated that it was important to keep these seats at a $2.50 level to make the Pops as affordable as possible.

MOTION to maintain price of Balcony III seating at $2.50 for regular-priced concerts and to not accept the proposed increase of Pops printed programs to $2.00 from $1.00.

Moved: Eichelbaum
Seconded: LaRocca

Discussion was held. It was again noted that the goal of the Pops was to make the fine arts as popular and affordable as possible.

Consensus: Unanimous

MOTION to accept all other ticket price increases as recommended by the Symphony.

Moved: Eichelbaum
Seconded: Rosekrans
Consensus: Unanimous

Commissioner Alley informed the Committee that the Symphony was also proposing that the proceeds of the Pops be split 50/50 this year rather than 60/40. The Committee unanimously opposed this proposal.

A 70/30 split was discussed in light of the fact that the Commission was enduring a large cut to the budget this year and that many of the Art Commission programs rely heavily on Pops proceeds for their existence.

Commissioner Rosekrans noted that by the Commission employing the Symphony for 3 weeks, it was helping to maintain the Symphony. The Committee also felt that the money that went towards marketing of the series and production costs was also serving to support the Symphony.

DECORATIONS
Ms. Rath informed the Committee that Balloon Madness had won the scoring and would be hired to do the decorating of Civic Auditorium.

Decorations were discussed. Ms. Rath noted that Balloon Madness' original proposal had been for white and black balloons in the hallways but that she felt a more colorful scheme was appropriate for the event, suggesting gold, silver and a different bright color for each balloon swag and pillar in the hallway. The Committee concurred with this suggestion. It was decided that since balloon pillars were in the proposal for the hallway of Civic Auditorium that rental of plant for hallway decoration would be unnecessary this year. Ms. Rath noted that the decor for inside the arena would be balloon swags all along the front of the loge.

Commissioner LaRocca felt he would like to see the front tables have a more elegant look to them. Ms. Rath stated she had investigated costs of doing this. Centerpieces were discussed. The Committee concurred that balloons should only be on the back tables for sight line purposes and that the candle centerpieces for the front tables were sufficient given the budget and the lack of space on the tables. It was also decided to again go with the red and white checkered table cloths since anything else would cost considerably more money.

Ms. Rath stated that she was working with Balloon Madness to contain costs while creating a festive look for this year's Pops.

CONTRACT APPROVALS
MOTION to authorize the Director of Cultural Affairs to enter into contract with the San Francisco Symphony Orchestra for musicians' services, performing artists and conductors, publicity and advertising, and production expenses for the presentation of the 1992 Pops concert season at a total cost not to exceed $800,000. This sum is to include an increase in the Symphony Fee not to exceed 4%.

Moved: Eichelbaum
Seconded: LaRocca
Consensus: Unanimous

MOTION to authorize the Director of Cultural Affairs to enter into contract with Balloon Madness for creation and maintenance of decor for the 1992 Pops concert season for a cost not to exceed $20,000.
Moved: Rosekrans

Seconded: Eichelbaum
Consensus: Unanimous

MOTION to authorize the Director of Cultural Affairs to enter into contract with Welch Catering Company for the rental and cleaning of tablecloths for the 1992 Pops Concert season for a cost not to exceed $6,200.

Moved: LaRocca
Seconded: Eichelbaum
Consensus: Unanimous

MOTION to authorize the Director of Cultural Affairs to enter into contract with McCune Sound Company for sound amplification, equipment and related services for the 1992 Pops concert season for a cost not to exceed $37,540.

Moved: LaRocca
Seconded: Rosekrans
Consensus: Unanimous

MOTION to authorize Director of Cultural Affairs to Work Order funds to the Department of Recreation and Park for $700 for the rental and delivery of 20 boxwood hedges and 2 dozen 1 gallon plants in bloom for stage decor.

Moved: LaRocca
Seconded: Rosekrans
Consensus: Unanimous

MOTION to authorize the Director of Cultural Affairs to enter into contract with Theatrical Services of the San Francisco Convention Facilities for stage lighting, spot lights, equipment and related services for the 1992 Pops Concert Season for a cost not to exceed $24,000.

Moved: LaRocca
Seconded: Eichelbaum
Consensus: Unanimous

The issue of fundraising was discussed. It was noted that the Symphony has not secured any sponsorship for this year's Pops as has been the case in the past. Director Winship explained that she understood while the Symphony cannot compete with its regular season for sponsorships, the Art Commission should be able to keep a larger portion of any sponsorships it obtains for the Pops. It was noted that the Symphony did not even want the Commission to get El Paso's sponsorship for this year's Opening Night but now gets half of the funds. Commissioner Rosekrans agreed that if the Commission fundraises, it should keep the proceeds.

Director Winship will review this and come back with suggestions.

COMPLIMENTARY TICKET POLICY
Ms. Rath reviewed the 1987 Complimentary Ticket policy with the Committee. Commissioner Alley noted that as in the past, Music Committee members should each receive a table rather than the 4 seats stated in the policy.

Director Winship commented that she would like at least one Commissioner at her table if she had any invited guests for fundraising purposes at the Director's table. She also noted that Patty Gessner informed her that there were 3,800 complimentary tickets for last year's series. The Committee felt that this was too high and should discuss more of a policy on how to better contain this number.

The Committee recommended that the Bay View Opera House Children's Chorus lead the Star Spangled Banner on Opening Night. Ms. Rath will inform the Symphony of the Commission's recommendation.

Director Winship felt that the Commission should have more of a presence at the Pops and suggested that Commissioner Alley be the Master of Ceremony for the series. The Committee concurred with this suggestion.

NEXT MEETING
The next meeting will be Friday, May 22, 1992 at 3:00 p.m.

UNFINISHED BUSINESS
There was no unfinished business.

NEW BUSINESS
There was no new business.

ADJOURNMENT
The meeting was adjourned at 5:40 p.m.

Submitted By:

Maya Rath

Maya Rath
Assistant Director

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SAN FRANCISCO ART COMMISSION

MUSIC COMMITTEE MEETING
Wednesday, June 24, 1992 10 am
25 Van Ness, Suite 70 Meeting Room

A G E N D A

1. Approval of Minutes of April 27, 1992 Meeting

2. Opening Night
   - El Paso
   - Festivities Prior to Concert
   - Bayview Opera House Choir Update
   - Master of Ceremonies

3. Report on Ticket Sales

4. Complimentary Ticket Policy - Discussion

5. Marketing and Publicity Update

6. POPS Printed Program Update

7. Contracts Update

8. Next Meeting

9. Unfinished Business

10. New Business

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SAN FRANCISCO ART COMMISSION

MUSIC COMMITTEE MEETING
Friday, July 10, 1992 1 pm
25 Van Ness, Suite 70 Meeting Room

AGENDA

1. Approval of Minutes of June 24, 1992 Meeting
2. Opening Night Update
3. Report on Ticket Sales
4. Marketing and Publicity Update
5. Symphony Contract - Discussion
6. Next Meeting
7. Unfinished Business
8. New Business

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Music Committe Meeting
Thursday, October 22, 1992 5 PM
Conference Room, 25 Van Ness, Basement
San Francisco

Committee Chair: Willis Kirk
Committee Members: Alonzo King, Robert La Rocca, Liza Zenni

AGENDA

1. Call to Order

2. 1992 POPS Wrap-Up, presented by San Francisco Symphony

3. Regular meeting date(s)

4. Adjournment

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John Kriken
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Stanley Eichelbaum
Daniel Genera
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MINUTES
MUSIC COMMITTEE MEETING
October 22, 1992

Present: Chair Willis Kirk; Commissioners Alonzo King, Liza Zenni, Robert LaRocca

Staff present: Joanne Chow Winship, Director of Cultural Affairs; Margie O'Driscoll

Guest present: Brent Assink, Acting Director of the San Francisco Symphony and Amy Layman, SF Symphony

The meeting was called to order at 5:05 PM.

Chair Kirk introduced Joanne Winship who presented a brief background of the Art Commission's role with the POPS concerts. She noted that 1/2 of 1% of the City's property tax funds the annual concerts. The Art Commission, abiding by its charter responsibility to "maintain a symphony orchestra" supports the San Francisco Symphony in three ways. First, the Art Commission pays the expenses to present the Symphony (renting Civic Auditorium, etc..); second by paying a fee to the Symphony for their performances at the POPS; and finally, through the "split" of net revenues (40% to the Symphony and 60% to the Art Commission). She observed that both agencies would like to increase ticket sales during the next season.

Mr. Assink noted that the Symphony is concerned with increasing revenues for both the Art Commission and the Symphony and reducing risk. He noted that the Symphony fee rises each year in proportion to the percentage increase of the Symphony's agreement with its musicians. Musicians services cost more in 1992 than last year due to an increase in benefits. And, although regular Symphony musicians have the chance to "opt out" of performing during these summer concerts, only six musicians chose to in 1992.

Commissioners Zenni and King inquired about the artistic vision of the concerts. Commissioner La Rocca responded that traditionally this has been decided by the Commissioners and the focus has been to open culture to those who would not otherwise be able to afford it.

Mr. Assink noted that from the Symphony's perspective, the audience comes to hear stars, not the Symphony. Only about 18% of the POPS audience are regular Symphony subscribers. He noted that one of the Art Commission's complaints has been that the first half of the program (which is usually performed only by the Symphony) does not relate to the second half (often performed with a headliner). He pledged to improve this during 1993.

POPS revenues also allow the Symphony to sustain other programs, in the same way that they sustain Art Commission programs, he observed.

It was the consensus of those present that a brain storming session should be held to determine possible performers and programs. Margie O'Driscoll was asked to provide the 1990 Audience Survey to the Commissioners and to track 91-92 ticket sales.

The next meeting was scheduled for November 3rd at 3 PM at the Art Commission Conference Room at 25 Van Ness.

Submitted by: M. O'Driscoll

Approved as to form:

Joanne Chow Winship, October 26, 1992
Director of Cultural Affairs

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SF Arts Commission

AGENDA

Music Committee Meeting

November 3, 1992, 3PM

25 Van Ness, Conference Room

ITEMS:

1. Discussion of 1993 POPS Concerts

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Minutes
Music Committee Meeting
November 3, 1992

Commissioners present: Willis Kirk, Chair
Alonzo King, Robert La Rocca

Meeting was called to order at 3:09 PM.

Commissioner Zenni arrived at 3:10 PM.

Commissioner Kirk expressed his concern about declining revenues as he and the Commissioners reviewed the 1992 concert analysis. Brent Assink, Acting Director of the San Francisco Symphony noted that costs were held down in most areas, particularly in the "Misc." category. He also noted that concerns were made about the quality of the choruses of the Rogers and Hammerstein evening.

Commissioner King raised the need for racial balnce in the audiences. Director of Cultural Affairs, Joanne Chow Winship noted that the Art Commission is examining changing the marketing concept of the POPS to answer this concern. She stated that television and other media outlets need to be explored.

Mr. Assink stated that it was the responsibility of the SF Symphony to sell tickets although he would respect the advice of the Art Commission, tactics and strategy would be up to the Symphony. He and his staff also noted that ticket sales are down throughout the country because of problems with the genre of the POPS.

Commissioner King suggested that commissioning orchestral charts, in an effort to build new audiences ought to be a line item in the budget. He further suggested elimination of Dance Night, because of declining revenues despite its cult following.

The next meetings were scheduled for November 19th at 3 PM and December 10th at 3 PM.

Commissioner Kirk mentioned that he would be presenting a commendation from the Mayor to Benny Carter on November 7th.

Submitted by Margie O'Driscoll

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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AGENDA

Music Committee Meeting

November 19, 1992, 3 PM

25 Van Ness, Conference Room, Room 70

ITEMS:

1. Discussion of 1993 POPS Concerts

MAYOR
Frank M. Jordan

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Anne Healy
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John Kriken
Vice President

Nancy Bechtle
Aristides Demetrios
Alonzo King
Willis Kirk
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MINUTES
Music Committee
San Francisco Art Commission

November 19, 1992

Present: Commissioners King, LaRocca and Zenni

Art Commission representatives: Joanne Winship, Director of Cultural Affairs; Margie O'Driscoll

SF Symphony staff: John Kieser, Patty Gessner, Amy Layman

Meeting was called to order at 3:10 by Commissioner LaRocca due to the absence of Chair Kirk.

Commissioners reviewed a list of potential guest artists and program concerts for the POPS concerts with SF Symphony staff.

Patty Gessner mentioned that KPIX may be interested in sponsorship of the POPS.

No decision was reached about particular artists, however, Commissioner King expressed his frustration with the current list. He reminded those present of his desire to develop new audiences. Commissioner Zenni concurred.

John Kieser noted that there is a need to find the right person to develop a mix of contemporary music and orchestral which could be problematic for some guest artists. He observed that it may be appropriate to have Dance Night every other year (in years when the Black and White Ball is not taking place.) Note: the Black and White Ball takes place in odd-numbered years.

In response to a question from Commissioner King, Mr. Kieser noted that the Symphony fee provides for 20 "services"; one rehearsal for each concert; nine performances and two additional rehearsals for orchestral evenings or for the first half of programs with guest artists.

Submitted by Margie O'Driscoll

Joanne Chow Winship, Director of Cultural Affairs

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Agenda

Music Committee
San Francisco Art Commission

Thursday, December 10, 1992
3 PM
25 Van Ness, Conference Room

Items:

1. Discussion of 1993 POPS Concerts

2. Art Commission recommendations of potential guest artists and themes

MAYOR
Frank M. Jordan

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John Kriken
Vice President

Nancy Bechtle
Aristides Demetrios
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MINUTES

Music Committee
San Francisco Art Commission

December 10, 1992

Present: Chair Kirk, Commissioner Zenni

Excused: Commissioner King

Others present: SF Symphony staff: John Kieser, Amy Layman, Patty Gessner

Art Commission representative: Margie O'Driscoll

Informal discussion began at 3:10 PM. John Kieser stated that it was the strong desire of the SF Symphony to make Gospel Night a success. Patty Gessner stated the need for a headline attraction (i.e. Al Green or the Wynans) to make the night a financial success.

The meeting was called to order at 3:30 PM when Commissioner LaRocca arrived. Discussion followed about which artists should be approached to perform at the POPS.

In a motion made by Commissioner Zenni and seconded by Commissioner LaRocca, the Music Committee authorized the Symphony to make offers to the following guest artists: Linda Ronstadt; Bonnie Raitt; Patti Austin and James Ingram or Peabo Bryson and Lea Salanga; Gloria Estefan; Eartha Kitt; Yanni; Andrea Marcovicci and Michael Feinstein.

Fees may have to be reduced, pending negotiations.

Second choices include: Crosby and Nash; Gladys Knight; Henry Mancini; Dianne Schurr and Joe Williams.

The motion was passed unanimously.

Meeting was adjourned at 5:10 PM.

Minutes submitted by: Margie O'Driscoll

Approved as to form:

Joanne Chow Winship,
Director of Cultural Affairs

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AGENDA
Music Committee
San Francisco Art Commission

January 14, 1993
3 PM
25 Van Ness, Lower Level

Items:

1. Update on guest artist availability for POPS concerts
2. Discussion of ticket prices for 1993 season

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MINUTES
Music Committee
San Francisco Art Commission
January 14, 1993

Present: Chair Willis Kirk, Commissioners King and LaRocca
Symphony representatives: John Kieser, Patty Gessner, Amy Layman
Others: Margie O'Driscoll

The meeting was called to order by Commissioner Kirk at 3:15 PM.

The San Francisco Symphony staff reported that offers for the 1993 POPS concerts have been extended to: Eartha Kitt, Patti Austin and James Ingram and Linda Ronstadt. Andrea Marcovicci is also interested and will be given a formal offer. At the suggestion of the Symphony, Marcovicci will be asked to perform solo not with another guest artist, as originally envisioned.

The Symphony also proposed that Erich Kunzel (music director of the Cincinnati POPS) be the featured conductor for Opening Night. Patty Gessner suggested that a guest artist with a low fee for Opening Night could boost ticket sales. Orchestral nights will include Rogers and Hammerstein and "Italian Holiday" OR All Tchaikovsky.

The Symphony is also exploring programming for Gospel Night, tentatively scheduled for August 3rd.

The Symphony also proposed raising ticket prices with a range of $3- 34.00 from a 1992 level of $3 - 32.50. In response to questions from Commissioner King, the Symphony noted that there have always been different levels of ticket prices (for "special" and "regular" concerts) and historically, prices have been raised annually.
In order to remain on schedule, the Symphony suggested that the Music Committee reach consensus about ticket prices at the February meeting. Commissioners took this under advisement.

Commissioner LaRocca also underscored the need for the Symphony to highlight ticket prices in advertising since patrons are often confused about different ticket prices.
The meeting was adjourned at 4:30 PM.

Minutes submitted by: Margie O'Driscoll

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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AGENDA

Music Committee

San Francisco Art Commission

February 11, 1993
3 PM
25 Van Ness, Room 70

Items:

1. Update on guest artists, program, San Francisco Symphony

2. Ticket price establishment for POPS concerts

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AGENDA

Music Committee

San Francisco Art Commission

February 11, 1993
3 PM
25 Van Ness, Room 70

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Items:

1. Update on guest artists, program, San Francisco Symphony
2. Ticket price establishment for POPS concerts

Cancelled

Next meeting scheduled for March 11, 3pm

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AGENDA

Music Committee
San Francisco Art Commission

25 February 1993
4 PM

25 Van Ness, Suite 70

1. Update on program for 1993 POPS concerts, SF Symphony
2. Ticket prices for 1993 concerts
3. Discussion of 1993 POPS concert budget

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MINUTES
Music Committee
San Francisco Art Commission
February 25, 1993

Commissioners Present: Chair Willis Kirk, Liza Zenni, Alonzo King, Robert LaRocca

SF Symphony staff present: John Kieser, Amy Layman, Patty Gessner

Art Commission representatives: Joanne Chow Winship, Margie O'Driscoll

Meeting was called together at 4:15 by Chair Kirk.

The San Francisco Symphony updated the Commissioners on progress on the 1993 POPS concerts. Erich Kunzel is available for Opening Night and is developing ideas for a "baseball theme." Cultural Affairs Director, Joanne Winship stated that Art Commission is working with the Mayor's office to involve the Giants in the concert. Linda Ronstadt is still interested but no firm date has been established. Peabo Bryson has been recommended to replace James Ingram as a duo with Patti Austin. Amy Layman noted that neither of these guest artists have enough material to do the show "solo."

The Symphony staff recommended an "All Gershwin" Night in lieu of "Italian Holiday". Commissioner King suggested that dance be integrated into this evening, possibly with the San Francisco Ballet. Commissioner LaRocca noted that the stage creaks, which can be distracting. Commissioner Zenni stated that ballet for the Gershwin concert would be preferable to the Tchaikovsky evening.

Eartha Kitt has agreed to perform. Leslie Dunner has agreed to conduct the Gospel Night performance at which the Five Blind Boys of Alabama have agreed to perform. Commissioner King suggested that the Symphony also explore Edwin Hawkins Choir. Commissioner Kirk suggested the Gospel Elites, a local group led by Emmett Powell. Andrea Marcovicci is confirmed.

Programming decisions were approved, as noted, by consensus.

In response to a memo submitted to the Commissioners about the 1993 budget, the Commission expressed its desire to keep the "guest artist fees" to under $200,000. Patty Gessner noted that $5000 of the marketing budget had been earmarked for special assistance for the Gospel concert. Ms. O'Driscoll noted that since the Art Commission had extensive contacts in other communities, a consultant ought to be

placed at the Art Commission. Commissioners concurred and Ms. O'Driscoll pledged to discuss this further with Ms. Gessner.

After a discussion about ticket prices, the Art Commission approved the increases suggested by the Symphony. Ticket prices will range from $6.50- 34.00 for "special concerts" to $3- 30.00 for "regular concerts."

After a lengthy discussion about prices for tables on the main floor, Commissioners agreed to a single price for all these seats. The Symphony did agree to aggressively market these seats in the group sales effort so that the occupancy of 56% in this area is increased.

After an inquiry from Director Winship regarding media sponsorship, Patty Gessner asked again for more time. Director Winship stated that she would like to move ahead with other sponsorship. Ms. Gessner expressed concerns about whether assistance would be provided in the form of PSA's or commercials.

The meeting was adjourned at 6:15 PM

Minutes submitted by Margie O'Driscoll.

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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AGENDA

Music Committee
San Francisco Art Commission

March 11, 1993
4 PM

Location: 25 Van Ness, Lower level conference room

Items for Discussion:

1. Review of proposals for decor for 1993 POPS concerts. Applicants will be asked to make 5 minute presentations.

2. Update on program for POPS concerts, San Francisco Symphony

3. Unfinished business

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MINUTES
Music Committee
San Francisco Art Commission
March 11, 1993

Commissioners present: Chair Willis Kirk, Liza Zenni, Alonzo King and Robert LaRocca

Staff present: Joanne Chow Winship, Director of Cultural Affairs, Margie O'Driscoll

The meeting was called to order at 6:20 following the presentations of several businesses for decor for the POPS concerts.

Margie O'Driscoll reported that no one from the Symphony was able to attend the meeting, however she had been informed that Linda Ronstadt was not able to perform due to recording obligations.

The Symphony recommended the following performers: Maureen McGovern, Joel Grey and Crosby and Nash.

By consensus, the Commission chose not to pursue, McGovern or Grey. Margie O'Driscoll stated that the Symphony had agreed that Carlos Santana would be an excellent choice.

The Art Commission expressed its desire to pursue Santana and/or Bonnie Raitt before trying to pursue Crosby and Nash.

The meeting was adjourned at 7:10.

Minutes submitted by Margie O'Driscoll.

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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AGENDA

Music Committee
San Francisco Art Commission
25 Van Ness, Basement Conference Room
April 8, 1993
3 PM

Items:

A. CONTRACT APPROVALS

1. Motion to authorize the Director of Cultural Affairs to enter into contract with Balloon Madness for creation and maintenance of decor for the 1993 POPS concert season for a cost not to exceed $20,000. (As recommended by the Decor Selection Panel.)

2. Motion to authorize the Director of Cultural Affairs to enter into contract with Welch Catering Company for the rental and cleaning of tablecloths for the 1993 POPS concert season for a cost not to exceed $6,200.

3. Motion to authorize Director of Cultural Affairs to work order funds to the Recreation and Park Department for $700 for rental and delivery of 20 boxwood hedges and 2 dozen 1 gallon plants in bloom for stage decor.

B. Update of 1993 POPS Schedule (presented by SF Symphony staff)

C. Approval of 1993 POPS Budget

D. Unfinished business

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MINUTES
Music Committee
San Francisco Art Commission
April 8, 1993
25 Van Ness, Basement Conference Room

Present: Chair, Willis Kirk, Commissioners King, LaRocca and Zenni

Meeting was called to order at 3:20 PM.

Commissioner King made the following motion:
Motion to authorize the Director of Cultural Affairs to enter into contract with Balloon Madness for creation and maintenance of decor for the 1993 POPS concert season for a cost not to exceed $20,000.

The motion was seconded by Commissioner LaRocca and approved unanimously by the committee.

Commissioner King made the following motion:
Motion to authorize the Director of Cultural Affairs to enter into contract with Welch Catering Company for the rental and cleaning of tablecloths for the 1993 POPS concert season for a cost not to exceed $6,200.

The motion was seconded by Commissioner LaRocca and approved unanimously by the Committee.

Commissioner LaRocca made the following motion:
Motion to authorize the Director of Cultural Affairs to work order funds to the Recreation and Park Department for $700 for rental and delivery of 20 boxwood hedges and 2 dozen 1 gallon plants in bloom for stage decor.

The motion was seconded by Commissioner King and approved unanimously by the Committee.

Commissioner Kirk made the following motion:
Motion to authorize the Director of Cultural Affairs to enter into contract with the San Francisco Symphony for musician services, performing artists and conductors, publicity and advertising and production expenses for the 1993 POPS concert season at a total cost not to exceed $815,000. This sum includes an increase of the San Francisco Symphony fee of 7% and reflects the opinion of the Committee that <u>no</u> increase be granted in 1994.

Commissioner Kirk noted that city is facing a severe budget shortfall and the Art Commission is also facing budget cuts.

John Kieser, Operations Manager for the Symphony responded that the 7% increase is directly related to the musicians salary increase of 7% as dictated by their contract.

Mr. Kieser further noted that the San Francisco Symphony is in competition with other orchestras throughout the U.S. (Cleveland and New York) and must pay their musicians a comparable salary.

Music Committee members discussed their desire to keep costs down for the concerts. Patty Gessner, Marketing Director for the Symphony agreed.

Following a second to the motion by Commissioner King, the motion passed unanimously.

Amy Layman, SF Symphony then presented the current 1993 program. She noted that there are 2 evenings which were not scheduled.

After discussion, the Commissioners requested that the Symphony make offers to the following artists: BB King, Marian Makeba and Hugh Masakela; Crosby and Nash, Shirley Bassey, Henry Mancini; Joel Grey; Crystal Gayle.

Commissioner Kirk made suggestions to the Symphony staff of arrangers and possible chart writers, if necessary.

The meeting was adjourned at 4:15.

Minuted recorded by Margie O'Driscoll.

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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AGENDA

Music Committee
San Francisco Art Commission

Thursday, May 13, 1993
4 PM
25 Van Ness, Basement Conference Room

1. Update on program, San Francisco Symphony

2. Unfinished business

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Minutes
Music Committee
San Francisco Art Commission
May 13, 1993
25 Van Ness

Present: Chair Kirk, Commissioners King and Zenni

San Francisco Symphony staff: John Kieser, Amy Layman, Patty Gessner

Others: Margie O'Driscoll

Meeting was called to order at 4:15 PM.

The San Francisco Symphony presented the 1993 POPS program:

July 21	Opening Night, Baseball Theme conducted by Skitch Henderson
July 23	All Gershwin, featuring the San Francisco Ballet
July 24	Eartha Kitt
July 28	Rogers and Hammerstein
July 30	Nancy Wilson
July 31	Space Odyssey conducted by Erich Kunzel
Aug. 3	Gospel Night featuring the Five Blind Boys of Alabama
Aug. 4	Andrea Marcovicci
Aug. 5	All Tchiakovsky

Commissioner LaRocca arrived at 4:20 PM.

By concensus, the members of the Music Committee approved a complimentary ticket policy that is the same as in 1992.

Patty Gessner presented information about the Symphony's proposed marketing program. She indicated that many of the Art Commission's suggestions would be implemented, however, she did not believe that Asian Week or Filipino News should advertise concerts since there were no Asian artists in the program.

Ms. O'Driscoll strongly recommended that funds be allocated to fund MUNI digital signs and the Commissioners agreed that this is a priority. Commissioners established a priority of also advertising in the Jewish Bulletin and Sentinel.

The meeting was adjourned at 5:15 PM.
Minutes submitted by Margie O'Driscoll.

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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AGENDA
Music Committee
San Francisco Art Commission
May 21, 1993
3 PM

25 Van Ness, Basement Conference Room

1. Staff update

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AGENDA

Music Committee
San Francisco Art Commission

June 10, 1993
4PM

25 Van Ness, Basement Conference Room

ITEMS:

1. Update from the San Francisco Symphony

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SAN FRANCISCO ART COMMISSION

MINUTES
Music Committee
San Francisco Art Commission
June 10, 1993
25 Van Ness, Conference Room

Present: Chair Willis Kirk, Commissioners Zenni and LaRocca

San Francisco Symphony staff: John Kieser, Amy Layman

The meeting was called to order by Chair Kirk at 4:10 PM.

Amy Layman presented the program for the 1993 POPS. Opening Night program will be conducted by Skitch Henderson following a baseball theme program. ACT's children's theater program has been requested to perform parts of "Damn Yankees." This program will take place on Wed. July 21st.

Peter Nero will conduct the All Gershwin Program on July 23rd. Dancers from the San Francisco Ballet will be featured.

Eartha Kitt will be the guest artist on July 24th; Emil deCou, conductor of the American Ballet Theater will conduct.

The second week features Rogers and Hammerstein on July 28th, with four soloists from the San Francisco Opera's Merola Program and the San Francisco Chorale Society.

Nancy Wilson will be the featured artist on Friday, July 30th with Andrew Massey conducting. Erich Kunzel will conduct the Space Odyssey program on July 31st.

The last week will begin with Gospel Night, featuring the Five Blind Boys of Alabama. In response to questions from members of the Commission, Amy Layman stated that she had not been able to have the Hawkins Family confirm their performance. They have been asked to make a decision by June 14th. She further noted that the conductor of the program, Leslie Dunner, prefers to have a chorus of 100 which would necessitate another choir, perhaps Oakland Interfaith Gospel Choir.

Maestro Dunner stated his desire to the Symphony that the program begin with the Five Blind Boys, have an intermission and then return with the Symphony and choir. Concern was expressed about the rhythm of the evening- since the Five Blind Boys are a popular ending for a concert such as this. The Symphony agreed to pass on this concern.

Dorothy Stanton, hired as a consultant for the POPS, had strongly recommended that tickets be sold a five gospel record stores. John Kieser expressed his concern about not

using the usual BASS system. Margie O'Driscoll responded that she had raised these issues with Patty Gessner a week prior and was not told it would be a problem. Mr. Kieser said he would look into it.

The following night, Wednesday, August 4th, features Andrea Marcovicci singing an All Kern program. The closing night is an All-Tchiakovsky program featuring fireworks during the 1812 Overture.

Planning for the 1994 POPS

John Kieser stated that since Bill Graham/Civic Auditorium would be closed for 1994-95, the Art Commisison had an opportunity to "re-think" the POPS. Since the Symphony needs to raise its profile in the community, he recommended a different concert format.

He suggested doing the POPS in Davies Symphony Hall, as a "summer fest" as a standard orchestral POPS, with some artists but no picnics. In addition, they would like to do free public events, at least two free outdoor events "in the community" (Justin Herman Plaza, Mission Dolores, etc..)

He noted that the net profits have decreased over the last five years- a function of the economy and the formula of 9 concerts at Civic Auditorium.

In response to a question from Commissioner Zenni, Mr. Kieser said that as he envisioned it, the Art Commission's overall role in this scenario would be to provide oversight for the free concerts, to ensure that the appropriate repertoire and outreach be accomplished.

He noted that during the Open House sponsored by the Symphony in October, over 10,000 visited during the day and the Symphony received a great deal of positive feedback.

Finally, he noted that any new arrangement must be of benefit to the San Francisco Symphony and the Art Commission. He cautioned that this plan is preliminary and pledged to put something in writing by the end of the month.

The meeting was adjourned at 5:05 PM

Minutes submitted by Margie O'Driscoll.

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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City and County of
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AGENDA
Music Committee
San Francisco Art Commission

July 15, 1993
3:00 PM
25 Van Ness, Basement Conference Room

1. Discussion of POPS concerts 1994-95

2. Update on 1993 concerts by SF Symphony
   (to begin at 4:30 PM)

3. Unfinished Business

25 Van Ness Ave. Suite 240, San Francisco, CA 94102 tel. 415.252.2590 fax 415.252.2595

SAN FRANCISCO ART COMMISSION
Accessible Meeting Policy

1. Full Commission Meetings, and individual Committee Meetings of the Art Commission will be held at 25 Van Ness Avenue, Suite 70, San Francisco, California. Twenty Five Van Ness is located on the corner of Oak and Van Ness. Suite 70, basement level, can be accessed by the two main elevators in the lobby of the building.

2. The closest accessible BART Station is the Civic Center Station located at the intersection of Market, Hyde and Grove Street. Accessible MUNI Metro lines serving this location are the J,K,L,M, and N which stop at Van Ness Avenue and Market Street, one-half block from the Art Commission offices. Accessible MUNI lines serving the corner of Van Ness and Market are 9,26, and 42. For more information regarding MUNI accessible services, please call (415) 923-6142.

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City and County of
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AGENDA

Music Committee
San Francisco Art Commission

August 19, 1993
4 PM
25 Van Ness, Suite 70

Items:

1. Wrap-up of 1993 POPS concert

ACCESSIBILITY INFORMATION

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Minutes
Music Committee
San Francisco Art Commission
August 19, 1993
25 Van Ness, Suite #70

Present: Commissioners Kirk, King and LaRocca
Staff present: Joanne Chow Winship, Director of Cultural Affairs; Rich Newirth, Assistant Director; Margie O'Driscoll

The meeting was called to order by Chair Kirk of 4:05 PM.

Ms. Winship stated that she had not received a response from the San Francisco Symphony regarding her letter proposing a plan for the 1994 POPS concerts.

In a review of the sales report of the concert series, it was noted that "traditional POPS fare" sold the most tickets (i.e. Gershwin, Rogers and Hammerstein and Tchaikovsky). The least ticket sales were for the "Space Odyssey" concert. Rich Newirth observed that the identical program was conducted by John Williams of the Boston POPS a couple of years ago and it was a huge success.

Commissioner King observed that lower ticket sales have plagued most arts institutions over the last three years.

Commissioner Kirk noted the popularity of Gospel Night.

In general, it was the consensus of the Commissioners and staff present that the 1993 POPS was a success and that congratulations were due to Art Commission and Symphony staff and orchestra members.

Approved as to form:

Joanne Chow Winship, Director of Cultural Affairs

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SAN FRANCISCO ART COMMISSION
MUSIC COMMITTEE MEETING
Thursday, October 28, 1993
11:30 AM
25 VAN NESS AVENUE, SUITE 70

AGENDA

1. Wrap up discussion and financial presentation on 1993 Pops from San Francisco Symphony staff

2. General discussion about 1994 Pops

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SAN FRANCISCO ART COMMISSION
MUSIC COMMITTEE MEETING
Thursday, October 28, 1993
11:30 AM
25 VAN NESS AVENUE, SUITE 70

MINUTES

Commissioners Present: Willis Kirk (Chair)
Liza Zenni
Aristedes Demetrios
Robert LaRocca (arr. 11:50)

Commissioner Excused: Alonzo King

Staff Present: Joanne Chow Winship, Director
Richard Newirth, Assistant Director

Symphony Staff Present: Peter Pastreich, Executive Director
John Kieser, Operations Director
Karen Cardell, PR Director
Patty Gessner, Marketing Director
Amy Layman, Asst. Operations Dir.

The meeting was called to order at 11:45 am.

Commissioner Kirk began by welcoming Commissioner Demetrios to the Music Committee. He thanked everyone for their hard work on 1993 Pops and said that he learned a great deal in the process.

1. Wrap up discussion and financial presentation on 1993 Pops from San Francisco Symphony staff

Mr. Kieser distributed three handouts: a financial wrap-up of 1993 Pops showing actual versus budgeted revenues and expenditures, a 10 year Pops financial profile, and a graph illustrating certain elements of that profile.

He explained that although total revenue was short by over $42,000, expenses were more than $62,000 under budget. Overall, the net proceeds exceeded budget by $19,541. However, he indicated that the proceeds were down by $100,000 from the previous year. [This is incorrect; proceeds were down approximately $80,000.]

Mr. Kieser then proceeded to provide a night by night evaluation of the concerts.

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Opening Night
Both Mr. Kieser and Ms. Cardell felt that the pre-event with the Giants was among the best ever. The concert received a lot of press coverage, most of it positive. Sales, however, were the lowest ever for an opening night, with just 35% sold. The programming selections were not ideal and the guest conductor, Skitch Henderson, seemed to be past his prime.

Gershwin Evening with Peter Nero
This concert was the sleeper hit of the season. It succeeded both artistically as well as at the box office. There was, however, no PR interest.

Eartha Kitt
Guest conductor Emil DeCou got high marks from the musicians for the selections for the evening's first half and had a good rapport with the audience. There were mixed feelings about Ms. Kitt's performance. Ms. Gessner indicated that there were good advance sales, but ultimate ticket sales were disappointing. Ms. Cardell noted that the concert received a lot of PR and that Ms. Kitt was very cooperative.

Rodgers and Hammerstein
The evening was a vast improvement over previous R&H concerts. Financially, the concert exceeded budget, however, artistically it was considered to be stale, particularly the arrangements. The chorus was much better than in the past and the choice of soloists was good. There was no advance PR notice, however the concert received a positive review.

Nancy Wilson
Mr. Kieser indicated that the Symphony was disappointed with the guest conductor, Andrew Massey, and that Mr Massey will probably not be asked back for Pops. Ms. Layman said that the performance was not so strong and Ms. Gessner indicated that sales were about as planned. Ms. Cardell said that there was advance press interest but that Ms. Wilson was unable to commit. Ms. Wilson, however, did manage to give some last minute interviews.

Space Odyssey
Mr. Kieser indicated that this was the most disappointing concert. The conductor, Erich Kunzel, insisted on billing the concert in a certain way and including only certain selections in the program. He was also physically unwell. Ms. Gessner indicated that the title provided by Mr. Kunzel presented her with marketing problems. Mr. Kunzel did not want to work with film clips to accompany the music. (This is why the special effects line came in substantially under budget.) The last time that this theme was used, with John Williams conducting, it was the highest selling Pops concert ever. Director Winship suggested that, perhaps, the concert

could have been marketed through computer networks such as Compu-Serve and Internet. Ms. Gessner said that marketing challenges were compounded by the fact that this was the last confirmed concert date. Ms. Cardell noted that people did not really understand what this concert was until they heard the music. Therefore, the only way to publicize it was through radio. Only KKHI, however, was interested in playing classical renditions of this type of music.

Gospel Night
Mr. Kieser said that Gospel Night was a big success artistically, as well as a learning experience for all involved. The chorus was a little weak; only 50% of the choristers showed up. In the future, more singers than needed would need to be enlisted to compensate for attendance. The orchestra enjoyed the program and the soloists and Five Blind Boys were excellent.

Ms. Gessner indicated that they worked hard to market the concert, with the assistance of Dorothy Stanton. Flyers were distributed through community groups and advertising was done on gospel radio. Sales were not as high as were hoped for, but the crowd that came had a wonderful time.

Commissioner Kirk noted that word of mouth was strong after the concert. Ms. Cardell said that there was strong press interest and that conductor Leslie Dunner and the Bayview Opera House Choir blanketed the airwaves.

Andrea Marcovicci
Mr. Kieser said that Andrea Marcovicci is an enigma: her singing and acting abilities are not that strong but that the show still somehow works. The conductor, Russell Gloyd, found it difficult to follow her unpredictable timing.

The first half, A Night on the Town, was very good but could be refined a bit more. Mr. Gloyd could also interact more with the audience.

Ticket sales were close to budget; it was the second highest grossing show. Artistically, the orchestra felt that the arrangements were substandard.

There was not a great deal of PR interest as Ms. Marcovicci appears here frequently. Ms. Cardell noted that no one showed up at her record signing at Star Classics.

Tchaikovsky
Sales exceeded budget; even after a Tchaikovsky festival in Davies, almost 4,000 tickets were sold. It was felt to be an excellent concert, although there were some concerns about the conductor, Andrew Massey.

Commissioner Zenni asked the Symphony representatives if there was anything, in retrospect, that they wished they had done differently. Mr. Kieser indicated that he would have preferred to do the Space Odyssey show without Mr. Kunzel and to have included movie clips. He felt that the show needed a visual element. He noted that they were bringing John Williams to Davies in November and the programming selections include the Jurassic Park theme.

Commissioner Kirk asked the Symphony to rate, on a scale of one to ten, how Pops fared artistically. Mr. Kieser responded that it was better this year but still had a long way to go. It should be of the quality of Harry Belafonte (not a Pops concert), Peter Nero, the first half of the Eartha Kitt concert, and Gospel Night. Commissioner Demetrios asked what those successful concerts had in common. Mr. Kieser responded that each of the performers are perfectionists and that they were artistically excellent. They challenged the orchestra and treated them seriously.

2. General Discussion about 1994 Pops
Mr. Pastreich indicated that he was pleased to be there and would like to address the Commissioners in a general way about the future of Pops.

He started with a summary of the Symphony's present financial condition. Although they have had fifteen years in the black, they are entering a period of jeopardy. Last fiscal year, they used $800,000 from non-renewable reserves in order not to end the year in a deficit. As with many orchestras, they must look closely at what they are doing. A salary freeze has been put into effect for staff and they are attempting to negotiate one with the musicians. He said that there have been some layoffs and there may be more. Even if Pops were a success, any drop in income would be severe.

He indicated that, at one time, 87% of the tax allocation went to the Symphony. Most recently, their receipts from the Symphony Pops contract plus the split of proceeds equals approximately 69% of the tax allocation. He said that the Pops are a drain on the Symphony.

Mr. Pastreich said that he takes very seriously the goal to serve the community. He mentioned the Adventures in Music program which reaches every child in San Francisco public

schools. This program was expanded this year in spite of financial concerns. The Youth Orchestra and instrument training program serves 50-60,000 through concerts for kids. He also mentioned the Symphony Open House.
Mr. Pastreich said the Symphony sees itself at a crossroads and crisis. First, due to the dropping Pops revenues, he predicts that under the existing arrangement with the Art Commission, the Art Commission would only receive $50,000 in proceeds for 1994 and that the Symphony would also see a large drop. These numbers would be hard for the Symphony to deal with. Second, Civic Auditorium will be unavailable for the next two years. The Pops as they have existed have been conceived around Civic Auditorium.

Mr. Pastreich indicated that the Symphony has not always played Pops in return for tax support. In the past, the Symphony played concerts at the Opera House and other venues. About fifty years ago, it became Arthur Fiedler and the Pops.

He noted that they have to move someplace for the next two seasons and the only two options are Davies Hall and Masonic Auditorium. Masonic is not acceptable and Davies is much smaller than Civic.

He predicted a dire outcome if we continue in the future as we had before. However, he indicated, crisis provides opportunity. He has been encouraged by the discussions that he has had with Director Winship and asked that the Commissioners open their minds to a new way of operating and find a creative way to serve the community.

Commissioner Zenni mentioned that she thought that the late start in working on 1993 Pops hurt sales. She asked Mr. Pastreich what the ideal time frame would be to have this settled. He responded "a month ago" and then amended the response to "as soon as possible". He indicated that the Symphony has had to proceed as if their offer has been accepted as proposed.

In response to a question from Commissioner Demetrios, Mr. Pastreich responded that, as a collaboration, the existing arrangement between the Art Commission and Symphony does not work. The goals and needs of a public agency are different than those of the Symphony and this makes it very difficult to put on a successful concert series. He said that he believes that it does not work to make compromises in putting together the series and then try to sell tickets.

The Symphony representatives departed at 12:40 pm.

Commissioner LaRocca expressed the feeling that Pops was financially successful until the recession began two years ago. Commissioner Demetrios indicated that a guaranteed dollar income was preferable to an arrangement which carried more risk.

Commissioner Kirk noted that the Art Commission is responsible for the money associated with Pops. It is important that we have control over how it is used.

Commissioner Demetrios said that he feels the Commission should have some say in the programming of the free park concerts.

Commissioner Zenni said that she feels that it is necessary to provide service to those who cannot afford to attend Pops concerts in Davies Hall.

In response to a question from Commissioner Demetrios, Director Winship noted that much of the programming of the Art Commission is made possible by the proceeds from the Pops.

Commissioner Demetrios indicated that he would like to see two large orchestral concerts plus 12 smaller neighborhood concerts plus a fixed dollar amount for programming. Director Winship noted that the arrangement under discussion is only for a two year period until the work on Civic Auditorium is completed. She noted the Commission's consenus that the Art Commission be retained in the name of the Pops concerts.

Commissioner Demetrios said that, financially, he would like to see a formula of a guaranteed flat dollar amount plus some percentage. Commissioner LaRocca concurred.

The meeting was adjourned at 1:30 pm.

Respectfully submitted,

Richard Newirth 11/12/93

Richard Newirth
Assistant Director

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SAN FRANCISCO ART COMMISSION
MUSIC COMMITTEE MEETING
Thursday, December 9, 1993
4 PM
25 VAN NESS AVENUE, SUITE 70

MINUTES

Commissioners Present: Willis Kirk (Chair)
Aristides Demetrios
Alonzo King
Robert LaRocca

Staff Present: Joanne Chow Winship, Director
Richard Newirth, Assistant Director

General discussion about 1994 Pops

Commissioner Kirk called the meeting to order at 4:05 pm.

Commissioner Kirk noted that the recently-approved Symphony contract with the musicians included a 17.7% wage increase over the next three years.

There was a general discussion about the negotiations taking place between Director Winship and Peter Pastreich regarding the 1994 Pops concerts. Director Winship noted that there had not been much movement on the Symphony's part. She also noted that Mr. Pastreich was only willing to offer a fraction of what was perceived to be the value of sponsorships of the outdoor concerts in return for the rights to those sponsorships. Director Winship told the Commissioners that Mr. Pastreich introduced a new issue in their last discussion: he would like to cap the Art Commission's revenues from the 1994 Pops concerts at $250,000, even if the tax allocation were to grow to such an extent that a greater amount would otherwise be generated.

Director Winship noted that whatever action was taken this year would set a precedent for the future. It is important that whatever strategy is decided upon be fully supported and reinforced by the Commissioners.

Commissioner Demetrios indicated that he still wanted to see two large park concerts and ten smaller chamber-like concerts as part of the package.

Commissioners Kirk and King discussed taking the issue to the Mayor. Commissioner Demetrios said that he believed all Commissioners should participate if a meeting with the Mayor were to be held.

Director Winship again noted that the current offer from the

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Symphony was 30% of the tax allocation plus $13,000. The Art Commission would be able to seek sponsorships for the two outdoor concerts and the 12 concerts in Davies Hall would be called the Art Commission Symphony Pops.

Commissioner King noted that the Symphony brought in Peabo Bryson for a Christmas concert but they were unable to get him for the 1993 Pops series.

Commissioner Demetrios said that we should consider using another orchestra once Civic is again available if the Symphony does not agree to our financial request.

Commissioner King noted that times have changed since the origin of Pops and that the revenue to the Symphony no longer goes toward its original purpose: to keep musicians, who might not otherwise find work, employed.

Director Winship noted that we use the proceeds from the Pops to meet the needs of the community.

Commissioner Demetrios said that he felt that Director Winship should stick to her original request of the Symphony and not compromise. The Commissioners may try to discuss the issue with the Mayor.

The meeting was adjourned at 4:55 pm.

Respectfully Submitted,

Richard Newirth
Assistant Director

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